



2020-2021 ANNUAL REPORT

Developing Effective Leaders for the Workplace and Community



2020-2021 BOARD OF DIRECTORS

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Morgan Rector, *M&T Bank*

Justin Witmer, *LINKBANK*

Austin Wolfe, *McNees, Wallace & Nurick*



Left to Right – 1st row: Corinne Bennett, Barrie Ann George, Kellan Lowe;
2nd row: Scott Coburn, Robb Keith, Jason Maddux, Justin Witmer, Jay Cattron

Thank you to our sponsors who supported us through 2020-2021 and for their ongoing support. Without the financial contribution from our generous sponsors our program would not be what it is today.

LEADERSHIP PARTNERS



Construction Equipment

LEADERS AT LUNCH SPONSOR



ONGOING EDUCATION SPONSOR



NONPROFIT TRAINING SPONSOR



FRIEND OF LC SPONSORS



SCHOLARSHIP SPONSORS



BY THE NUMBERS



27 ADULTS
&
30 HIGH SCHOOL JUNIORS

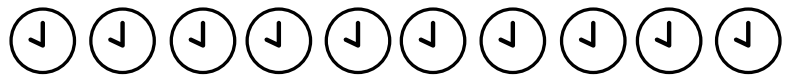
PARTICIPATED IN OUR LEADERSHIP PROGRAMS THIS YEAR.

**#LCAA
PROUD**

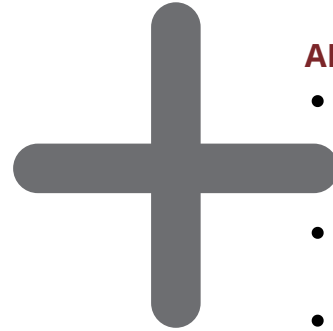
CREATION OF FIRST LC
ALUMNI ASSOCIATION
WITH 50+ MEMBERS
SO FAR!

The Leadership Cumberland Class of 2021 met for
11 sessions totaling over

1 CLOCK = 10 HOURS



100 LEADERSHIP
CONTENT HOURS



**NEW PROGRAM
ADDITIONS THIS YEAR:**

- Junior Leadership Cumberland Program
- Ongoing Education Webinars
- Nonprofit Trainings

2/3



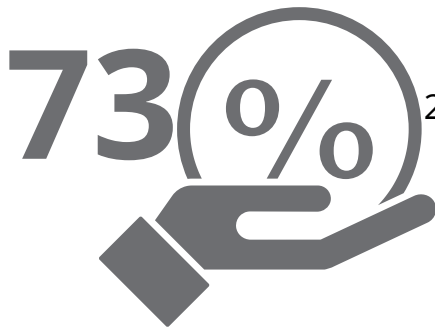
*of the LC Class of
2021 was female*



MORE THAN

600

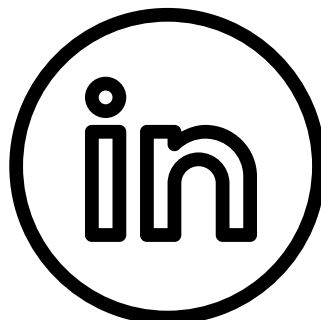
**LC
GRADUATES
SINCE 1989**



of the LC Class of
2021 will serve their
nonprofit board
in some way after
graduation

**LinkedIn has recognized
Leadership Cumberland
as an educational
institution!**

**Add LC to your
education information
and you'll automatically
be added to our Alumni
page.**



4

Community Engagement Projects
were completed for local nonprofits



with **250 HOURS** of
volunteer work provided

by the LC Class
valued at
\$15,000+
worth of labor!

**Leadership Cumberland Class of 2021
Age Demographics**

16%

18-29

67%

30-44

17%

45+

MEET THE FELLOWS - CLASS OF 2021

Our fellows represent a diverse group of emerging leaders of all ages from a variety of industries. Day-long classes address the following outcomes: leadership skills, community service, networking, personal development, and knowledge of the County. Classes are held each month at various businesses throughout Cumberland County.

Participants also select fellowships at nonprofits to serve on as non-voting board members in order to gain a deeper understanding and appreciation of community needs and boardsmanship. Approximately 75% of the class will become voting board members for their selected nonprofit after graduation.

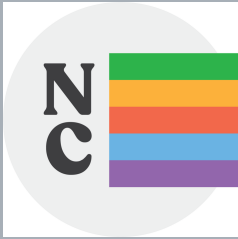


Name	Sponsoring Organization and/or Employer	Fellowship
Krista Akers	<i>Shippensburg Area School District</i>	Boys & Girls Club
Corinne Bennett	<i>PFBH/Domestic Violence Services of C&P Counties</i>	Leadership Cumberland
Michael Black	<i>Carlisle Area School District</i>	Bison Foundation
Kimberly Campos	<i>Tri County Community Action</i>	Community CARES
Kristin Dobransky	<i>Penn State Health Holy Spirit</i>	LEAF
Susan Dworsak	<i>UPMC Central PA</i>	United Way of Carlisle & Cumb. County
Lutricia Eberly	<i>LC Scholarship/Girl Scouts in the Heart of PA</i>	West Shore Chamber
Rachael Greene	<i>LINKBANK</i>	West Shore Young Professionals
Brittany Haslock	<i>Belco Community Credit Union</i>	Carlisle Family Life Center
Todd Hooper	<i>USAG Carlisle Barracks</i>	Tri County Community Action
Amanda Hoover	<i>Belco Community Credit Union</i>	Big Brothers Big Sisters
Richard Juday	<i>Carlisle Area Chamber/Borough of Carlisle</i>	Carlisle Arts Learning Center
Bentley Kirkpatrick	<i>F&M Trust</i>	Operation Veteran's Hope
Heather Knisely	<i>Orrstown Bank</i>	Simpson Public Library
Michelle Loomis	<i>UPMC Pinnacle Foundation</i>	Carlisle Area Chamber
Isaac Lopp	<i>Dickinson College</i>	Project SHARE
Christopher Nock	<i>Martson Law Offices</i>	Maranatha Carlisle
John B Owen	<i>East Pennsboro Township</i>	CAEDC
Brian Rudge	<i>Volvo Construction Equipment</i>	Cumberland Cty Library Foundation
Mary Schussler	<i>Vitro Architechtrual Glass</i>	Employment Skills Center
Lauren Sheeler	<i>The Salvation Army of Carlisle</i>	Carlisle Family Life Center
Barry Shughart	<i>Defense Logistics Agency - Fire & Emerg. Svcs</i>	Mechanicsburg Rotary Club
Jennifer Smith	<i>Pyramid Construction</i>	Hope Station
John Stoner	<i>SEK, CPAs & Advisors</i>	Operation Veteran's Hope
Allison Wallace	<i>PSECU</i>	YWCA Carlisle
Nicole Weber	<i>Carlisle Rotary/South Middleton School District</i>	Project SHARE
Erik Wenzelberger	<i>UPMC Carlisle</i>	Partnership for Better Health
Meryl Wolfe	<i>J.P. Wolfe Insurance</i>	Carlisle Family YMCA

COMMUNITY ENGAGEMENT PROJECTS

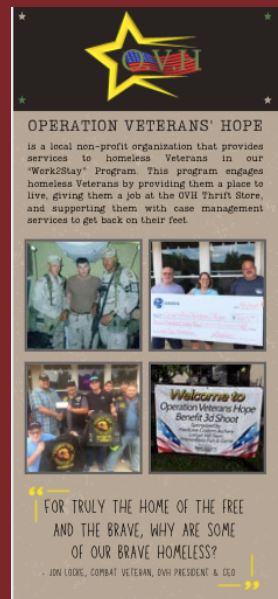
Leadership Cumberland partners with select nonprofit organizations within Cumberland County, providing our Fellows with opportunities to participate in a variety of Community Engagement Projects. These small group projects provide civic engagement opportunities for the Fellows to learn about and address critical community needs while developing deeper relationships with one another through teamwork and gaining experience leading in a team setting. This year four area nonprofits were chosen.

This year we saved these nonprofits over \$15,000 & 250 volunteer hours!

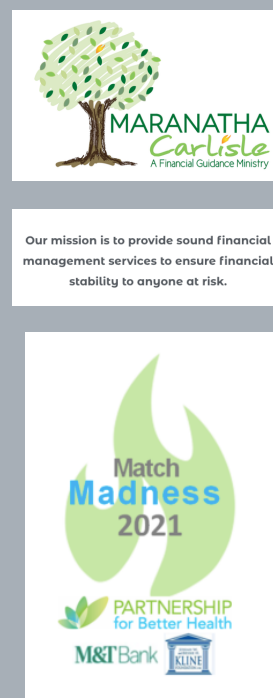
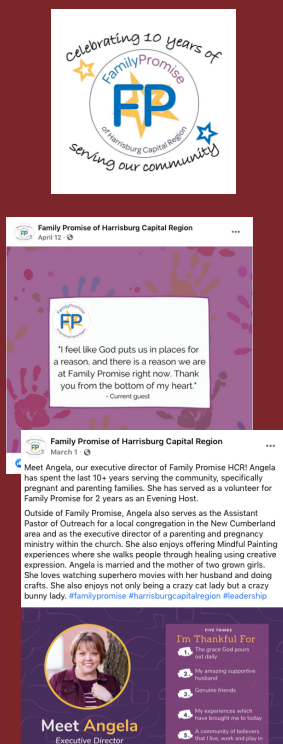


The Fellows worked to help **New Cumberland Borough** with its Revitalization Project. They asked for assistance with business retention and recruitment, outreach to peer communities, and information to use in marketing materials. This group was able to reach out to 5 different peer communities to learn best practices.

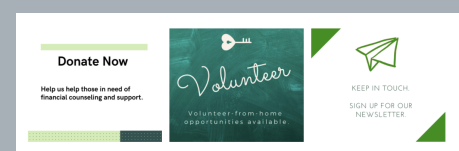
Operation Veterans Hope asked this group of Fellows to assist them in updating marketing materials, improve their social media, and increase the profitability of their thrift store. The Fellows were able to update a marketing rack card, personalize the organization's social media posts to engage followers, and create a Heartstring video to use to promote the organization.



The Fellows worked to enhance awareness of **Family Promise of Harrisburg Capital Region** with the community through their social media channels. They completed an actionable marketing plan for the organization and suggested promoting profiles of their current board members and volunteers to show what groups of people they help in the community.



For **Maranatha-Carlisle**, the Fellows reviewed their fundraising events, methods, and sponsorship models. Our Fellows surveyed the community to come up with best practices for nonprofits to request sponsorship funding from the business community. The best part? They will be sharing their results with other nonprofits, too!



GUEST FACULTY

The success of our Fellows is due in large part to the time, dedication, and skills of our guest faculty. We recognize the importance that they bring to our program and are grateful for everything that they do. Guest faculty teach our Fellows a multitude of leadership competencies. Without them, Leadership Cumberland would not be possible.

Brenda Bretz, *Dickinson College*

Dr. Ivy R. Buchan, *Helix Strategies LLC*

Jim Carchidi, CSP, *JFC Staffing*

Kristopher Cravey, Ph.D, *Messiah University*

Angela Dagenhart, *Vitro Architectural Glass*

Michele Dubbs, *Shippensburg Area School District*

Brittany Gray, *beYOU Marketing*

Coach Mike Greene, *Integrity Works Coaching*

Gregory P. Hall, CPA, CMA, CFM, *SEK, CPAs & Advisors*

Dan Jensen, *Dan Jensen Consulting*

Heather Knisely, *Orrstown Bank*

Andrew Lippert, *U.S. Army War College*

Dennette Moul, *Dickinson College*

Tina Nixon, *UPMC Central PA*

Rob Pepper, *Messiah University*

Steve Riccio, Ed.D., SPHR, PCC, *Dickinson College*

Justin Rose, *Carlisle Family YMCA*

Jennifer Wintermyer, *Tri County Community Action*

**Guest Faculty photos are viewed Left to Right in alphabetical order*



HOST SPONSORS

Leadership Cumberland classes, under normal circumstances, are held at a different location each month in order to provide Fellows with a greater knowledge of Cumberland County. Due to the pandemic, some classes needed to be held virtually and some were able to be held in person. Host sponsors provide us with the use of their location, refreshments, and lunch for our Fellows. They also provide onsite tours and educate our Fellows about their businesses. Thank you to the following businesses that allowed us to meet at their location this year!

- Carlisle Comfort Suites
- The Lodge at Liberty Forge
- Carlisle Events
- Vitro Architectural Glass

MEET THE JUNIOR LEADERSHIP CLASS OF 2021

Junior Leadership Cumberland (JLC) is designed for high school students in their Junior year. The program is designed to familiarize young leaders with the various elements that form a strong and dynamic community and to help students develop leadership skills. JLC consists of an orientation, a series of 6 monthly weekday sessions, a weekend community event, and a graduation ceremony.



Student Name	High School
Juliana Avelo-Davies	<i>Cedar Cliff</i>
Kiersten Ball	<i>Cumberland Valley</i>
Michael Baturin	<i>Camp Hill</i>
Lauren Chang	<i>Cumberland Valley</i>
Emma Chaplin	<i>Camp Hill</i>
Bindu Chunduri	<i>Cumberland Valley</i>
Parth Dedhiya	<i>Cumberland Valley</i>
Jacob Donnelly	<i>Cumberland Valley</i>
Cassandra Epstein	<i>Big Spring</i>
Mollie Fuller	<i>Cedar Cliff</i>
Medha Gereddy	<i>Cumberland Valley</i>
Alyssah Gillis	<i>East Pennsboro</i>
Aaliyah Gonzalez	<i>Red Land</i>
Veronica Goonan	<i>Cumberland Valley</i>
Molly Gutshall	<i>Big Spring</i>

Student Name	High School
Geoffrey Harper	<i>Camp Hill</i>
Gabrielle Knapp	<i>Carlisle</i>
Neha Kolluri	<i>Cumberland Valley</i>
Ananya Kurup	<i>Cumberland Valley</i>
Suzanna Magaro	<i>East Pennsboro</i>
Trey Martin	<i>Boiling Springs</i>
Owen Metz	<i>Boiling Springs</i>
Rushil Negandhi	<i>Cumberland Valley</i>
Rithika Padyala	<i>Cumberland Valley</i>
Payton Potalivo	<i>Cumberland Valley</i>
Sarah Roland	<i>East Pennsboro/CASA</i>
Ariana Rocuskie	<i>Cedar Cliff</i>
Kennedy Sheriff	<i>Big Spring</i>
Kaitlyn Wickenheiser	<i>Cedar Cliff</i>
Elizabeth Wilkinson	<i>Big Spring</i>

2020-2021 PROGRAM SPONSORS

PROGRAM PARTNERS



MENTOR



SUPPORTER



JLC GUEST SPEAKERS

An integral part of this program is the student interaction with community leaders from Central PA. Thank you to all of the guest speakers that took time out of their daily schedule to present, either in person or virtually, to the students during the 2020-2021 class year.

Aaron Spina	<i>Associate Director of Admissions, Harrisburg University</i>
Dr. Jennifer Metz	<i>Associate Professor of Esports Management, Harrisburg University</i>
Dr. Beverly Magda, Ph D	<i>Associate Provost for Strategic Partnerships, Harrisburg University</i>
Chad Smeltz	<i>Esports Program Director, Harrisburg University</i>
Mayor Papenfuse	<i>City of Harrisburg</i>
State Representative Kim	<i>Dauphin County 103rd District</i>
State Representative Gleim	<i>Cumberland County 199th District</i>
Cheryl Bargo	<i>Ultrasound and Imaging, UPMC</i>
Shayla Thompson	<i>Recruitment Lead, UPMC</i>
Amanda Paull	<i>Recruitment Lead, Talent Acquisition, UPMC</i>
Shannon Mason	<i>Tobacco Cessation Program Coordinator, UPMC</i>
Deborah Wilwerth	<i>President, Lancaster Region, UPMC Lititz /VP Pediatric Service Line, UPMC</i>
Alex Garton, MD	<i>Cardiologist, UPMC Heart and Vascular Institute</i>
Aaysha Noor	<i>Head of Diversity and Inclusion, The GIANT Company</i>
John Anthony	<i>Branch Manager, Fairway Independent Mortgage Corporation</i>
Joel Giovannetti	<i>Gift Officer, New Hope Ministries</i>
Cheryl Hornung	<i>Founder, Caitlin's Smiles</i>
Amy Rowcliff	<i>High School Outreach Coordinator, Central Penn College</i>
Kristel Zaring	<i>Relationship Manager, Gift CPA's</i>
Rubina Azizdin	<i>Director of STEM-UP Network, Harrisburg University</i>
Jonathan Shehan	<i>Head Baseball Coach, Millersville University</i>
Kelli Gift	<i>Owner, Striving 2 Thrive & Managing Member, PaySmart Payroll</i>



LC ALUMNI ASSOCIATION

LC alumni can be found working for many diverse employers and serve as board members and volunteers for many local nonprofit organizations. Our Alumni Committee has created a new way for everyone to be able to connect, network, and continue their path of professional and personal development. We invite you to be a part of the LC Alumni Association (LCAA).

LCAA Benefits Include:

- Access to Alumni Directory of over 600 individuals
- Access to online Alumni Portal
- Includes recordings of Ongoing Educational Webinars & Nonprofit Trainings
- Free admission to one Ongoing Education Webinar
- Recognition in LC Annual Report & listed online as a member of LCAA
- Opportunity to be featured on Alumni Spotlight page on our website
- Access to private LC Alumni Association Facebook group

2021-22 Membership Rate = \$50

Estimated Value of Benefits = \$500+



LC ALUMNI ASSOCIATION SUPPORTERS

Colleen Baird	LC 2019	Amanda Hoover	LC 2021	Morgan Rector	LC 2019
Corinne Bennett	LC 2021	Jacquie Hower	LC 2020	Mary Schlusser	LC 2021
Brooke Butler	LC 2019	Kim Kamowski	LC 2018	Lauren Sheeler	LC 2021
Cindy Carothers	LC 2018	Thomas Kelly	LC 1998	Scott Shewell	LC 2013
Jay Cattron	LC 2020	Crystal Kerns	LC 2006	Barry Shughart	LC 2021
Mary Clayton	LC 2013	Jenna Kinsler	LC 2020	Kimberly Stank	LC 2013
Scott Coburn	LC 2017	Heather Knisley	LC 2021	Kurt Tadich	LC 2016
Nicole Deary	LC 2017	Ashley Kurtz	LC 2016	Lisa Thomas	LC 2015
Jim Degaetano	LC 2011	Kellan Lowe	LC 2016	Nathan Tuckey	LC 2017
Susan Dworsak	LC 2021	Cynthia Lupold	LC 2019	Joseph Vancosky	LC 2013
Dr. Thomas Easterly	LC 2019	Jason Maddux	LC 2015	Kristina Voss	LC 2019
Lutricia Eberly	LC 2021	John Martin	LC 2013	Matthew Wagner	LC 2020
Barrie Ann George	LC 2017	Megan Matzner	LC 2007	Judith Walter	LC 2019
Preeti Ghosh	LC 2020	Carley Miller	LC 2019	Erik Wenzelburger	LC 2021
Cindy Gleim-Pool	LC 2013	Dennette Moul	LC 2010	Jen Wintermyer	LC 2015
Jaime Gordon	LC 2016	Brooke Murphy	LC 2019	Justin Witmer	LC 2013
Rachael Greene	LC 2021	John Owen	LC 2021	Austin Wolfe	LC 2019
Taylor Griffiths	LC 2016	Stephanie Pepper	LC 2016	Meryl Wolfe	LC 2021
Brittany Haslock	LC 2021	Safronia Perry	LC 2018		
Melissa Hiler	LC 2020	Kyle Petty	LC 2018		

OUR DONORS

We appreciate the donations to our Leadership Impact Campaign we received between July 1, 2020 and June 30, 2021 from the following individuals. Thank you for your continued support and confidence in our organization!

TITANIUM

\$2,500-\$5,000

Brooke Butler Wagner

PLATINUM PARTNER

\$1,000-\$2,499

David Metz

STRATEGIC GOLD

\$500-\$999

Pam Suter

STEWARDSHIP SILVER

\$250-\$499

Patrick Bartoli
Mary Clayton
Scott Coburn
Nicole Deary
Bob Dresser
John Friend

David & Stephanie Galloway
Kelli Gift
Jacquie Hower
John Martin
Ellen Peters Otto
Judith Walter

Austin Wolfe

INTEGRITY BRONZE

\$100-\$249

Megan Atticks
Alan Boynton Jr.
Barbara Brobst
Anna A. Bucher
Jane Burke
Jay Cattron
Michelle Crowley
Angella Dagenhart
Lutricia Eberly
Shireen Farr

Shane Fisher
Barrie Ann George
Preeti Ghosh
Jaime Gordon
Taylor Griffiths
Heather Knisely
Brian Kutz
Jason & Lisa Maddux
Dennette Moul
Brooke Murphy

John Owen
Safronia Perry
Kyle Petty
Dana Rosewag
Barry Shughart
Justin Witmer

Colleen Baird
Corinne Bennett
Ashley Burkett Glesnor
Charles Chen
Lindsey Ciarrocca
Katie Crane
Barb Cross
Susan Dworsak
Shannon & Dave Hinton
Clyde Farling
Rachael Greene
Brittany Haslock
Mary Heimbuch
Melissa Hiler
Amanda Hoover

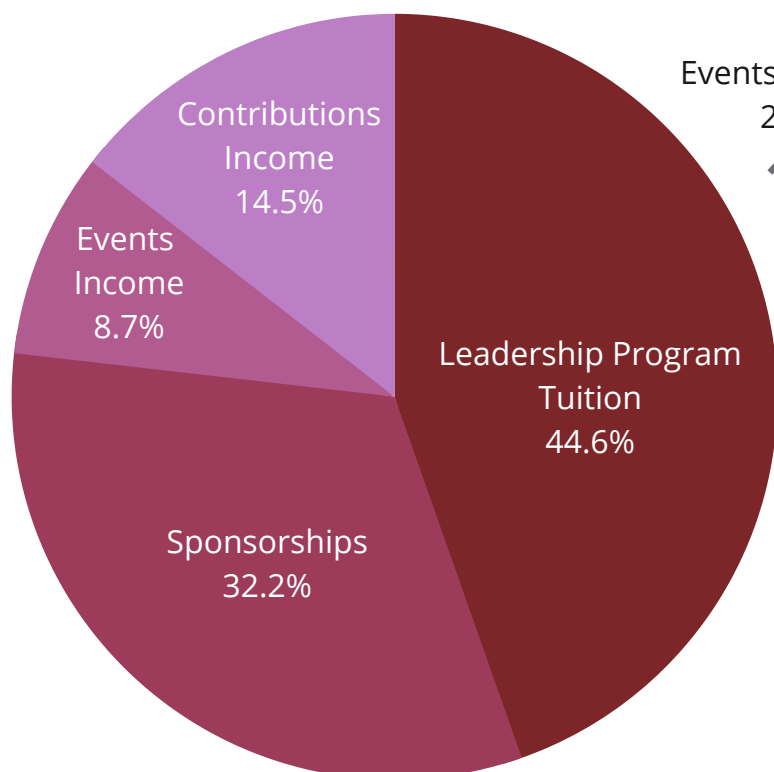
Lauren Isch
Aaron Jumper
Amanda Kilmer
Jenna Kinsler
Hollis Kosco
Ashley Kurtz
Kellan Lowe
Cynthia Lupold
Megan Matzner
Carley Miller
Stephanie Pepper
Brandon Peterson
Morgan Rector
Nina and Lewis Reese
Leah Roshetar

Brian Rudge
Steve Scherer
Mary Schlusser
Justin Shaulis
Lauren Sheeler
Jennifer Smith
Maria Theodoratos
Lisa Thomas
Oratio Thomas
Kristina Voss
Evan Wabrick
Matthew Wagner
Erik Wenzelburger
Meryl Wolfe
Karli Wood

INCOME & EXPENSES

YEAR ENDING JUNE 30, 2021

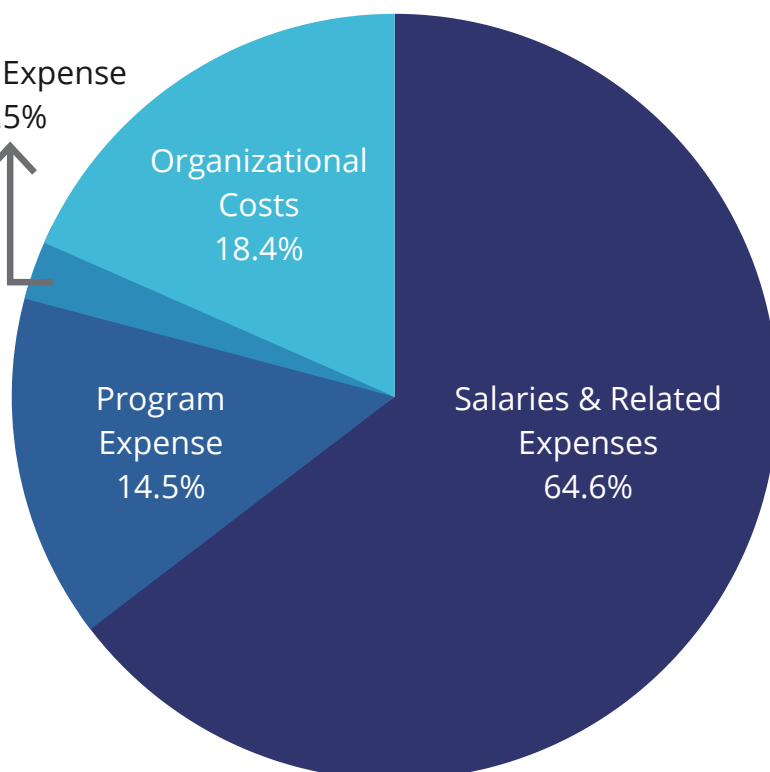
REVENUE



EXPENSES

Events Expense

2.5%



LEADERS AT LUNCH

SPONSORED BY: **ORRSTOWNBANK**

FALL PROGRAM

In 2020, the COVID-19 pandemic created uncertainty, crisis, and redefined essential workers. During our Leaders at Lunch Virtual Event, we recognized individuals in the nonprofit, trucking, and food industries as community heroes in the way they handled and lead their organizations through this pandemic. Ryan Heishman, Chief Executive Office of Allen Distribution, Scott Karns, Owner & CEO of Karns Quality Foods, and Beth Kempf, Executive Director of Community CARES, shared insight into their leadership challenges, successes, and lessons learned.



*Ryan Heishman
Allen Distribution*



*Scott Karns
Karns Quality Foods*



*Beth Kempf
Community CARES*

GRADUATION

For the Spring Leaders at Lunch program it was decided to combine the event with our outside in-person Graduation for the Class of 2021. Jim Rowell, CEO & Co-Founder of Rising Sun Consultants, presented on Resilience. He covered what resilience is, where it comes from, and what skills support its development. We recognized three local leaders who demonstrated resilience during the pandemic. Our Honorees are Ashleigh Goss, Market Cross Pub and Shelly & Bert Wendeln, SPAtacular Escapes.



*Ashleigh Goss
Market Cross Pub*



*Jim Rowell
Rising Sun Consultants*



*Shelly & Bert Wendeln
SPAtacular Escapes*

ONGOING EDUCATIONAL WEBINARS



LC partnered with Belco Community Credit Union this year to bring ongoing educational webinars to their alumni and community partners. These webinars are held quarterly via ZOOM and open to public. This year's webinars saw over 200 online attendees and now serve as the start of a resource library for members of our newly formed alumni association.

"Leading with Humility" by Dr. Matthew Sowcik, University of Florida | September 10, 2020

As the world transitioned abruptly to social distancing and remote work, leaders relied on their assumptions to navigate this new landscape. However, these assumptions, led by ambiguity, overconfidence, and being functionally fixed are often incomplete and prevent leaders from optimizing this new environment. In order to lead more effectively, you need to quickly address a more complete approach to leadership grounded in humility.

"Diversity, Equity & Inclusion Training" by Una Martone, Leadership Harrisburg | November 12, 2020

Attendees learned why diversity, equality, equity, inclusion, and racial justice are important at work, at home, and in the community. Along with addressing barriers in your life and overcoming bias, ignorance, misunderstanding, passivism, prejudice, systemic racism, and privilege.

"Networking on LinkedIn" by Brittany Gray, beYOU Marketing | February 23, 2021

In this webinar, Brittany covered how to improve your bio, optimize your searches, professional online networking best practices, and more. Webinar attendees left with answers and more confidence in using LinkedIn to grow their professional network.

"Keys to Conflict Management" by Dr. Matthew Sowcik, University of Florida | May 13, 2021

The Keys to Conflict Management session examines the process of dealing with conflict to establish effective leadership engagement. This session addressed both best practices in conflict resolution and tips for navigating the stressful terrain of conflict management.

NONPROFIT TRAININGS



Another exciting partnership that was formed this year was with the Partnership for Better Health (PFBH). Both LC and PFBH, worked together to host two online nonprofit trainings for nonprofit leadership, staff, and our alumni serving on boards.

"How to Tell Your Story on Social Media" by Brittany Gray, beYOU Marketing | January 12, 2021

Brittany Gray, award-winning Social Media Consultant, and Strategist reviewed the most important aspects of social media for nonprofits. "It's time to rethink your story and how to ask for donations in a very crowded newsfeed. How you structure your time spent on your social media is important, but saying the right things can make a big difference!"

"How to Engage Your Board in FUNdraising" by Chad Barger, CFRE, Productive Fundraising | April 22, 2021

Fundraising master trainer, Chad Barger, CFRE, presented a workshop focused on equipping and motivating your board members to be great fundraisers. They learned how to get over their fear of fundraising and develop the fundraising habit.

LEADERSHIP CUMBERLAND TESTIMONIALS



“ This year I have the honor of being a member of the 2021 Class of Leadership Cumberland. Thank you to J.P. Wolfe Insurance for giving me the opportunity to learn and become a stronger member of our community! ”

Meryl Wolfe

J.P. Wolfe Insurance Company

“ I had heard about Leadership Cumberland since joining Orrstown in 2018 but I wasn't exactly sure what the program was about. I was approached several times about attending but was always hesitant. When my supervisor came to me and asked me again I decided that I needed to challenge myself and stretch outside of my comfort zone...and I am so glad that I did! My experience with LC has been nothing but positive and rewarding. I have learned so much and met so many new and amazing people. Every class meeting was well organized and engaging and I walked away with some great new tools each time. ”



Heather Knisely

Orrstown Bank



“ These past 8 months have been so worthwhile. We have learned so much and grown together...I suppose all good things must come to an end. Our year as LC fellows is over, and we formally graduate next month. However, these connections and memories will be forever. I love these people! ”

Rachael Greene

LINKBANK

“ Our year-end retreat with Leadership Cumberland was amazing. The past 9 months have been awesome...personal and professional growth, networking that will assist professionally, and most importantly friendships that will last a lifetime! ”

Corinne Bennett

Domestic Violence Services of Cumberland & Perry Counties



CONTACT US

Leadership Cumberland
4211 Trindle Rd
Camp Hill, PA 17011

Ph: 717-763-9300
director@leadershipcumberland.org
LeadershipCumberland.org

FIND US ON:



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PHONE TO SCAN BELOW FOR
MORE INFORMATION ABOUT
LEADERSHIP CUMBERLAND

