



Greetings,

Thank you for your interest in the Leadership Watertown program. The Watertown Area Chamber of Commerce offers this "uniquely Watertown" program as part of an ongoing effort to provide leadership training, and project management experience and offer a "behind the scenes" view of Watertown.

The program has been well-received since it was first introduced in 1997. I look forward to having you as part of the 2025-2026 class and ultimately helping you serve the community in an area that most interests you.

The enclosed materials will serve to give you an overview of the program and the topics which are covered. I am including the following time estimates for your consideration. Since Leadership Watertown only meets 9 times, attendance is a crucial factor. Please review the time commitment with your employer.

Sept. – April

2nd Wednesday of the month, 8:30 am to 4:00 pm
(Class moves to a different site each month)

May

Class project workday (optional)

June 10, 2026

Graduation, Wednesday (11:30am – 1:00pm)

After reading the material you may have questions and thoughts concerning your participation in the program. If so, I would like to meet with you to discuss Leadership Watertown. Please contact the chamber office to schedule an appointment.

Leadership Watertown is a win-win for the community and the Watertown Area Chamber of Commerce. It would be my pleasure to add your name to the alumni list.

Sincerely,

A handwritten signature in black ink, appearing to read "Bonnie Hertel".

Bonnie Hertel
Executive Director
Watertown Area Chamber of Commerce



LEADERSHIP WATERTOWN

FREQUENTLY ASKED QUESTIONS

What are the objectives of Leadership Watertown?

- Identify candidates for the Watertown Area Chamber of Commerce board of directors as well as other chamber committees and civic organizations.
- Educate participants regarding the opportunities and needs of Watertown.
- Counsel participants on project management and leadership skills with a focus on volunteering in community leadership positions.
- Build relationships between classmates and business and community leaders.
- Strengthen/enhance the quality of local leadership.

What do Participants of Leadership Watertown gain?

- A far greater understanding and perspective of the community.
- Knowledge of themselves and how to utilize their strengths.
- Improved leadership skills.
- A new network of professionals.
- A passion to improve our community.
- How to work together with a diverse team for the common good.
- Understand the community impact of your decisions.
- Enhanced leadership through strength & weakness finding.
- Understand how to build a good team.

What do Employers gain?

- Engages your leaders in the community, connecting their jobs and your company to the greater needs of Watertown
- Identifies employees' strengths and how to work well with others.
- Provides professional networking opportunities.
- Helps employees develop greater personal vision.
- Improves employees' vision for "big picture" thinking.
- Enhances self-awareness, improving their abilities to lead others.

What is the program format of Leadership Watertown?

Leadership Watertown is divided into two segments: Class Time and Team Project

Class Time occurs each month. The Leadership board prepares sessions that are a combination of speakers, tours, and demonstrations that will familiarize you with many facets of the community. (See Question 2 on the application for dates and class subjects.) Class time consists of lectures, tours, book discussions based on the leadership text, and project work. The September class is an orientation in the morning and a team-building obstacle course in the afternoon. Every effort will be made to offer accommodations, but there is a physical component to the class that students will be asked to participate in.

The Team Project component of Leadership Watertown works on a community project. The class will work on a project determined by the Leadership Class and Leadership Committee. The team will have some class time to work on projects but will find it necessary to communicate outside of class. The project will require some fundraising on the part of the class. The Leadership Committee and

chamber staff are available as resources during the entire project planning and project implementation process.

What does the program cost?

Tuition is \$600.00 per participant for chamber members and \$850.00 for non-chamber members. Tuition covers continental breakfast and lunch on class days. Tuition also covers speaker fees, orientation, and graduation expenses.

What if I find I'm unable to participate in Leadership Watertown after my tuition is paid?

Tuition may be returned to a participant who notifies the Board of Directors of their inability to participate **before** the first class session. Tuition refunds for any other reason shall be determined on a case-by-case basis by the Leadership Watertown Board of Directors by the refund policy in place for the program.

What are the time requirements of Leadership Watertown?

Participants will attend 9 sessions from September to May. The September to April sessions are typically held once each month on the second Wednesday from 8:00 am – 4:00 pm. The sessions are sometimes moved to another day to accommodate the topic presented. The May session is held open for project work. The class will determine the best time for the May session later in the year. The culminating event is a graduation program in June.

What does Graduation day consist of?

On graduation day students discuss their project with their peers, employers, Chamber Board Members, and other interested parties. Students are also asked to give a summary of what they learned from being a part of Leadership Watertown. A guest speaker may be featured, and refreshments are served.

What is required to graduate from Leadership Watertown?

All participants of the program are expected to attend 100% of class sessions as described in the Leadership Watertown application. Participants are also expected to commit to all outside project meetings as determined by their project team. If a student misses any class or project time, the board will determine whether he/she fulfills the requirements for graduation.

What if I am unsure if I can commit to attending all Leadership Watertown sessions?

Your attendance and participation are critical to your success as a Leadership Watertown student. Your participation also affects the success of other students as well as the program itself. If you doubt whether you can fully commit to the program, we ask that you consider participating at a time when your schedule allows.

What happens after graduation?

Attendance/Participation is meant to develop your personal leadership and project management skills for the benefit of your employer as well as for personal endeavors. In addition, we hope that after graduation participants are well aware of volunteer opportunities in the city. An option to serve on the Leadership Board is open to those wishing to continue their association with Leadership Watertown.



LEADERSHIP WATERTOWN Application

Name _____
Last First Middle

Home Address _____

City/State/Zip _____

Cell Number _____ Home Number _____

=====

Company _____ Phone _____

Address _____

City/State/Zip _____ Email: _____

Title _____

Briefly describe your current job responsibilities: _____

2. Are you able to attend all Leadership sessions as listed below? Yes No

Note: It is crucial to your success and the success of the program that you can commit to ALL mandatory class and project sessions.

September 10, 2025
Orientation/Team Building Day

January 14, 2026
Lights & Sirens

May 13, 2026
Project Planning / Flights

October 8, 2025
Foundation for the Future

February 11, 2026
Taking Care of Business

June 10, 2026
Graduation

November 12, 2025
Volunteer Connections

March 11, 2026
Healthcare & Wellness Day

December 10, 2025
Wheels on the Bus

April 8, 2026
City Government Day

Please confirm your commitment to Leadership Watertown by signing below:

Signature: _____ Date: _____

SEND COMPLETED APPLICATION **BY August 8, 2025** TO:
Leadership Watertown, c/o Watertown Area Chamber of Commerce
519 E Main Street, Watertown, WI 53094-3873

*****DO NOT ENCLOSE FEES WITH APPLICATION*****