

STEP INTO THE LANDSCAPE
WHERE *leadership* LIVES.



GETTYSBURG
LEADERSHIP EXPERIENCE

BY FCC SERVICES SM

OPEN ENROLLMENT

SEPTEMBER 15-17, 2020

Registration Fee: \$2350.00

WELCOME TO THE GETTYSBURG LEADERSHIP EXPERIENCE

Key Program Objectives Include:

- Positioning for strategic advantage
- Addressing leadership paradoxes and dilemmas
- Leading at the moment of decision
- Leading in the face of adversity
- Negotiating difficult conversations and disagreements
- Creating effective communication within organizations
- Delegating authority

AGENDA

TUESDAY, SEPTEMBER 15

6 p.m. to 7 p.m.

College Room

Welcome Reception

Hors d'oeuvres and Cocktails

(Participants and Guests)

AGENDA

WEDNESDAY, SEPTEMBER 16

7 a.m. to 8 a.m.

Stevens Room

Breakfast at Hotel

(Participants only)

8 a.m. to Noon

Hotel Lobby

Learning Excursion

Gettysburg National Military Park Museum and Visitor Center

Meet in Hotel Lobby for Group Transportation to Learning Excursion

Excursion Guide: Jeff Harding

(Participants and Guests)

Noon to 12:45 p.m.

Stevens Room

Lunch at Hotel

(Participants only)

12:45 p.m. to 5 p.m.

Eisenhower Room

Anticipatory Leadership

The High Ground

Instructor: Dan Chase

Trip to Battlefield: McPherson's Ridge with Guide Chuck Burkell

6 p.m.

Hotel Lobby

Meet in Hotel Lobby for Group Transportation to Dinner

6:15 p.m. to 8:30 p.m.

Hickory Bridge Farm Restaurant

Group Reception and Dinner

(Participants and Guests)

Attire: Business Casual

8:45 p.m.

Group Transportation returns to Hotel

AGENDA

THURSDAY, SEPTEMBER 17

7 a.m. to 7:45 a.m.

Stevens Room

Breakfast at Hotel

(Participants only)

7:45 a.m. to Noon

Eisenhower Room

Transactional & Transformational Leadership

The Left Flank

Instructor: Dan Chase

Trip to Battlefield: Little Round Top with Guide Jeff Harding

Noon to 12:45 p.m.

Stevens Room

Lunch at Hotel

(Participants only)

12:45 p.m. to 4:30 p.m.

Eisenhower Room

Predictable Surprises

Lee and Longstreet at the Moment of Decision

Instructor: Jeff Harding

Trip to Battlefield: Pickett's Charge with Guide Britt Isenberg

4:30 p.m. to 5 p.m.

Eisenhower Room

Wrap-up & Take-away Exercise

5 p.m.

Adjourn

CPE Credits



FCC Services is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit.

Complaints regarding registered sponsors may be submitted to the National Registry of CPE

Sponsors through its website: www.learningmarket.org.

CPAs requiring continuing education credits are required to sign in on the Sign-In sheet located at the back of each session room to receive CPE credits for that session. You must also complete and sign a Request for CPE Credits Form, available at the conference registration desk. CPEs can be awarded in the following categories (all sessions offered as Group-Live delivery method):

AGENDA

• Personal Development	20 CPEs
Total CPEs*	20 CPEs

*The total number of CPEs you receive for a session depends on you signing in for each session on the Sign-In Sheet. If you don't sign in for each session, you will not receive CPE credits for that session.

Attire/Footwear: Attire is Battlefield Casual (jeans and sneakers, as appropriated by your organization's dress code) during the program and Business Casual for the group dinner. Pickett's Charge is a one mile walk through often muddy fields. Morning trips to the battlefield could also pose wet, dewy fields. Be sure to consider waterproof footwear for these outings. Appropriate clothing for the elements is strongly suggested as you will be transitioning between indoor classroom instruction and outdoor battlefield tours daily. Hats, gloves, umbrellas, raincoats, and heavy layers for the cooler months and hats, sunglasses, shorts, and breathable fabrics for the warmer, summer months are recommended. To view an accurate weather forecast of Gettysburg for your program, please [click here](#).

Medical Conditions: The Gettysburg Leadership Experience incorporates indoor classroom instruction and outdoor battlefield tours daily. If anyone has a medical condition that may need to be addressed while out in the field, please make your facilitator and guide aware of these concerns. Pickett's Charge is a one mile walk through an open field. If anyone is unable to walk this distance, they may ride on the bus with an instructor to narrate and meet the group at The Angle for conclusion.

To ensure an optimum learning experience, we suggest you obtain copies of the following material and view them prior to arriving to the event. Read *The Killer Angels* by Michael Shaara and/or watch *Gettysburg* (a movie starring Martin Sheen, Jeff Daniels and Tom Berenger). The book or movie can be obtained from your local library or purchased in physical copy or downloaded from a variety of online sources (Amazon, iTunes, Books A Million, Walmart, etc.).

PROGRAM MODULES & CASE STUDIES

MODULE: ANTICIPATORY LEADERSHIP

Seize your strategic advantage. General John Buford and General John Reynolds leveraged higher-elevation landscape and other assets to maximize their Day 1 position. *How can you claim your “high ground?”*

Case Study: The High Ground

General John Buford of the Union Cavalry was the first to see General Robert E. Lee has led the Army of Northern Virginia into Pennsylvania. Recognizing the strategic advantage within reach, he orchestrated a staged sequence of “fight and drop back.” At the close of Day One, the Union line was indeed back, suggesting a victory for the South. But Buford’s initial strategy allowed the Union Army to set up a defensive line on the other side of Gettysburg—the high ground. Some insist his foresight and execution won the battle of Gettysburg.

MODULE: TRANSACTIONAL & TRANSFORMATIONAL LEADERSHIP

Identify your areas of highest risk. Colonel Joshua Chamberlain faced a stark choice: to stay and fight with no ammo or retreat and leave the entire Army exposed. *How do you decide when to hold firm in the face of strong opposition?*

Case Study: The Left Flank

On Day Two of the battle, Colonel Joshua Lawrence Chamberlain was challenged to hold the left flank of the Union position at Little Round Top at all costs. His actions embodied a modern model of leadership merging transactional (equitable exchange of rewards for behavior expected) and transformational (clarifying vision and purpose motivating others). The combination resulted in his troop’s accomplishing the seemingly impossible and the college professor-turned-soldier’s being revered decades later.

MODULE: PREDICTABLE SURPRISES

Beware the blind spots of success. After a string of victories and leadership changes, Day 3—one of the most hotly debated points in Gettysburg history—proved a turning point for the Confederates. *How can you maintain focus when success sparks powerful momentum?*

Case Study: Lee and Longstreet at the Moment of Decision

One of the most important tasks a leader must master is decision making in the midst of change. Using Day 3 of the battle and the discussions that lead to the fateful Pickett’s Charge as the backdrop, this case study focuses participants on the potential pitfalls of success and how to gather information before the moment of decision.

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Chuck Burkell

Facilitator/Guide

He serves as a Consultant to FCC Services in support of *The Gettysburg Leadership Experience* Program. He is a Licensed Battlefield Guide at the Gettysburg National Military Park and has personally guided hundreds of executives and managers on the Battlefield during Staff Rides and other educational programs. Chuck has a Master's of Business Administration (MBA) Degree from Mt. St. Mary's University and a BS in Technical Education from the University of Akron. He and his wife Mary Jo reside within one mile of the Gettysburg National Military Park.

Chuck has served as Associate Professor for Mt. St. Mary's University within their Graduate Program of Business and as a supporting faculty member at the Kennedy School of Government – Harvard University within the *The Art & Practice of Leadership Development Program*. He has authored numerous journal articles, case studies, leadership curricula, and other publications. He co-designed the *Adaptive Leadership Instrument* with Cambridge Leadership Associates, a multi-rater leadership development assessment tool.

Jeff Harding

Instructor/Guide

Mr. Jeffrey J. Harding currently works as a Licensed Battlefield Guide at Gettysburg National Military Park where he has led thousands of visitors on tours of the battlefield during his 18-year career as a battlefield guide. He also works as a freelance historian and has published a number of articles on various aspects of the United States Civil War and World War II (WWII). Mr. Harding recently retired from a 33-year career as a civilian employee of the Department of the Navy, where he served as a Professional Development Officer, Command Historian, and Maritime Analyst for the Nimitz Operational Intelligence Center (NOIC) and the Office of Naval Intelligence.

During his career with the Navy, Mr. Harding created, managed, and taught numerous groundbreaking professional development programs, most notably the "Nimitz Immersion Indoctrination Program." This extremely successful onboarding program served to inspire and motivate new employees through a focused study of the leadership of FADM Chester W. Nimitz. Mr. Harding delivered a keynote speech highlighting FADM Nimitz's leadership during a commemorative event held aboard the USS Missouri Memorial marking the 68th anniversary of the end of WWII. Mr. Harding earned numerous awards and accolades over the course of his career including the Department of Navy's distinguished Meritorious Civilian Service Medal and he was honored as a selectee to the NOIC "Hall of Fame."

Mr. Harding's educational background includes a BA in Media and Communications with a concentration in U.S. History from the University of Maryland. His professional education includes attending the Disney Institute's Business Excellence program where he studied leadership, culture, service, brand, and innovation.

Dan Chase

Instructor

Dr. Dan Chase is originally from Laie, Hawaii and is a founding partner/consultant at Actualized Performance Solutions (APS). He also currently serves as a Leadership Development Consultant for the State of Utah. Dan has presented as a keynote speaker for various associations and organizations across

FACULTY

the country and has consulted with many public and private organizations, including management and executive coaching.

Formerly Dan was an adjunct faculty member for the Organizational and Leadership Strategy Department at Brigham Young University (BYU) and the Communications Department and the Woodbury School of Business at Utah Valley University. He is currently working with the State of Utah's Certified Public Manager Program. Dan earned an M.P.A. from BYU emphasizing in organizational behavior and HR and a Ph.D. from the University of Utah with a research emphasis on the institutional leadership of Abraham Lincoln. He and his wife, Annie, reside in Riverton, Utah and have two sons, Dallas and Eric, and a girl, Aly.

Britt Isenberg

Guide

"Gettysburg means so many different things to so many different people, but the common thread is the power of the place. The energy of this history is breathtaking and emotional. We can each see ourselves in these people that made history and that gives us the ability to improve in every aspect of our lives."

Britt Isenberg is a Licensed Battlefield Guide at Gettysburg National Military Park, where he has engaged thousands of visitors in using the battlefield as an experience to enhance themselves personally and professionally. History is made every day and he fully believes the past can be a conduit for a better future. Britt has been a Guide at Gettysburg since 2014.

Additional Info:

- Author of two books about the Civil War; *The Boys Fought Like Demons* (2016) and co-authored *Gettysburg's Peach Orchard* (2019)
- Published in numerous Civil War periodicals through writing and photography including *Gettysburg Magazine*, *America's Civil War*, and *Civil War Times Magazine*
- Civil War programs featured on PCN-TV and C-Span History
- Holds a bachelor's degree from Millersville University of Pennsylvania

ACCOMMODATIONS



The Gettysburg Hotel

One Lincoln Square
Gettysburg, PA 17325

Phone: 717.337.2000

Check-in: 4 p.m.
Check-out: 11 a.m.

Reservations

A block of rooms has been reserved at The Gettysburg Hotel. Call the hotel directly at 717.337.2000 by **August 14, 2020** to make your reservations or [click here](#) to reserve online, be sure to use the Group Code **FCCS091520**. To ensure you receive the group rate, please identify yourself as part of the FCC Services program when calling.

Room rate: \$152 for single/double occupancy and is subject to applicable state and local taxes. Taxes are subject to change without notice.

All reservations received after the cut-off date will be accepted on a space or rate available basis. The rate will be available three days pre and post the conference dates if made prior to the cutoff date, based on availability.

Cancellation Policy

All reservations must be guaranteed by check or a major credit card. Reservations canceled within 72 hours of arrival are subject to a cancellation fee of one night's room and tax (currently 11%).

Driving Directions

Baltimore-Washington International Airport (BWI) (Distance: 89 miles)

From the airport take I-95 North towards Baltimore. Exit I-95 onto I-695 North. Follow I-695 North and exit onto I-795 North. Follow to Route 140 West to Westminster, Maryland. Exit Route 140 to Route 97 North and continue approximately 20 miles to the traffic circle in Gettysburg. The hotel will be on your right when you enter the traffic circle.

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Harrisburg International Airport (Distance: 47 miles)

From the airport take Route 283 West to the Pennsylvania Turnpike. Take the Turnpike West (Pittsburgh) and onto Route 15 (Gettysburg Pike) South. Continue on 15 South for approximately 25 miles and exit at the York Street Exit (Route 30) and proceed West on Route 30. Follow approximately two miles to the traffic circle and the hotel will be on your right side.

Dulles International Airport (Distance: 78 miles)

From the airport take I-95 North to Route 270. Once in Frederick, Maryland, proceed onto Route 15 North. Follow approximately 20 miles and exit at York Street (Route 30). Proceed West on Route 30 to the traffic circle (approximately two miles). The hotel will be on your right side.

Reagan National Airport (Distance: 89 miles)

From the airport take the George Washington Parkway East (North) Exit onto I-495 North (Capital Beltway). Follow I-495 North to I-270. Continue on I-270 until Frederick. Once in Frederick, Maryland, proceed onto Route 15 North. Follow approximately 20 miles and exit at York Street (Route 30). Proceed West on Route 30 to the traffic circle (approximately two miles). The hotel will be on your right side.

Philadelphia International Airport (Distance: 149 miles)

From the airport take Route 291 West to I-95 South Exit at old Exit 17 onto Route 15 (Gettysburg Pike) South. Continue on 15 South for approximately 25 miles and exit at the York Street Exit (Route 30) and proceed West on Route 30. Follow approximately two miles to the traffic circle and the hotel will be on your right side.

Transportation

Parking

Borough of Gettysburg garage: \$10 per day

Valet parking isn't available

Car Service

If you prefer, sedan service is available. Please call 800.238.4946 to make reservations. Advance reservations are required and all credit cards, with the exception of Discover, are accepted.

From Baltimore, Dulles, National Airports the rates are approximately \$170 one-way. From Harrisburg, the rate is approximately \$150 one-way. If up to 3 people are traveling together, additional rates are charged. Please call for rates.

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Rental Cars



National Car Rental, Alamo Car Rental and Enterprise Rent-a-Car provide corporate and personal discounts to the Farm Credit System and Member Cooperatives, all in a single website.

Business Travel

Simply choose your organization's name from the list. Important: Reservations must be made in the name of the employee or board of director of the selected organization. [Click here](#) to check rates and reserve a rental car.

Personal Travel

Choose Leisure Travel and enter your reservation information. Compare rates and choose the vehicle you want to reserve – it's that simple. [Click here](#) to check rates and reserve a rental car.

Emerald Club

For complimentary enrollment in National Rental Car's Emerald Club, [click here](#). Enjoy exclusive benefits and privileges to make renting faster and easier.

If you have any questions, please contact [Heather Tseng](#).

SUGGESTED READING

Clark, Champ

Gettysburg: The Confederate High Tide (The Civil War Series), Time-Life Books, 1985

Coddington, Edwin B.

The Gettysburg Campaign: A Study in Command, Touchstone, 1997

Foote, Shelby

Stars in Their Courses: The Gettysburg Campaign June-July 1863, Modern Library; 1st edition, 1994

Guelzo, Allen C.

Gettysburg: The Last Invasion, Knopf Doubleday Publishing Group, 2013

McPherson, James M.

Battle Cry of Freedom: The Civil War Era, Oxford University Press, 1988

Shaara, Jeff

Gods and Generals: A Novel of the Civil War, Ballantine Books; 1st Thus. Edition, 1998

Tucker, Glenn

High Tide at Gettysburg: The Campaign in Pennsylvania, Literary Licensing, LLC, 2011

