

STEP INTO THE LANDSCAPE  
WHERE *leadership* LIVES.



GETTYSBURG  
LEADERSHIP EXPERIENCE

BY FCC SERVICES <sup>SM</sup>

YOUNG PROFESSIONALS

JUNE 1-4, 2020

Registration Fee: \$1925.00

## WELCOME TO THE GETTYSBURG LEADERSHIP EXPERIENCE

### Key Program Outcomes Include:

This program is designed to develop a strong understanding of the leadership and followership skills to more effectively:

- Balance working relationships
- Communicate courageously
- Embrace a changing environment
- Navigate the political landscape of an organization
- See one's self as a valuable resource
- Adopt leadership's vision to make an impact

# AGENDA

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## **MONDAY, JUNE 1**

**1:20 p.m.**

**Meet in Hotel Lobby for Transportation to Gettysburg College**

**1:30 p.m. to 2:30 p.m.**

Gettysburg College

**Welcome and Introductions**

John Regentin, FCC Services

**2:30 p.m. to 6 p.m.**

**Dynamic Discovery: Learning Excursion and Battlefield Tour**

Gettysburg National Military Park Museum and Visitor Center with Guide TBD

**6 p.m. to 8 p.m.**

Gettysburg College

**Group Reception and Dinner**

**8:15 p.m.**

**Return to Gettysburg Hotel**

# AGENDA

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## TUESDAY, JUNE 2

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

Stevens Room

Breakfast

**7:45 a.m.**

**Meet in Hotel Lobby for Transportation to Gettysburg College**

**8 a.m. to 12:30 p.m.**

Gettysburg College

**Seize Your Strategic Advantage**

*The High Ground*

Instructor: TBD

*Trip to Battlefield: McPherson's Ridge & Little Round Top with Guide, TBD*

**12:30 p.m. to 1:30 p.m.**

Gettysburg College

Lunch

**1:30 p.m. to 5:30 p.m.**

Gettysburg College

**The Power of Followership: The Dual Role of Leader and Follower**

*The Peach Orchard*

Instructor: TBD

*Trip to Battlefield: The Peach Orchard with TBD*

**5:30 p.m. to 6:30 p.m.**

Downtown Gettysburg

**Group Happy Hour Reception**

**6:30 p.m.**

**Dinner on your own**

# AGENDA

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## WEDNESDAY, JUNE 3

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

Stevens Room

Breakfast

**7:45 a.m.**

**Meet in Hotel Lobby for Transportation to Gettysburg College**

**8 a.m. to 11 a.m.**

Gettysburg College

**Followership Principles**

Instructor: William Rosenbach

**11 a.m. to 5:30 p.m.**

Experiential Learning

**Followership in the Field; Lunch; Field Experience**

Instructors: TBD

**6:40 p.m.**

**Meet in hotel lobby for Transportation to Dinner**

**6:45 p.m. to 9 p.m.**

**Group Dinner at TBD**

**9:15 p.m.**

**Return to Gettysburg Hotel**

# AGENDA

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## THURSDAY, JUNE 4

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

Stevens Room

Breakfast

7:45 a.m.

**Meet in Hotel Lobby for Transportation to Gettysburg College**

8 a.m. to 12:30 p.m.

**The Past, Present, and Future**

Lee and Longstreet at the Moment of Decision

Instructor: TBD

*Trip to Battlefield: Pickett's Charge with Guide: TBD*

12:30 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](http://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):

- Personal Development

31.8 CPEs

**Total CPEs\***

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**31.8 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.

# AGENDA

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**Attire/Footwear:** Attire is Battlefield Casual (jeans and sneakers) during the program and Business Casual for the group dinner. More details will be coming closer to the event in a Welcome Center from the facilitator.

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

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## **MODULE: SEIZE YOUR STRATEGIC ADVANTAGE**

**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: THE POWER OF FOLLOWERSHIP; THE DUAL ROLE OF THE LEADER AND FOLLOWER**

**Find the power in followership.** Unlike his counterparts, General Daniel E. Sickles defied direct orders, setting in motion a cascade of negative consequences for Union forces at Gettysburg. *When you must follow as well as lead, how do you align with both people and purpose?*

### **Case Study: The Peach Orchard**

General Dan Sickles at Gettysburg shows us a type of “followership” which greatly weakened the Union position on Day Two because of his independent action to move his division to another position on the battlefield. The model of “followership” that is used helps participants understand both themselves as followers and how to develop the kinds of followers we need in complex organizations.

## **MODULE: THE PAST, PRESENT, AND FUTURE**

**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.



# FACULTY

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## **Chuck Burkell**

### *Instructor/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 Masters 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 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**

### *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 ground-breaking 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.



# FACULTY

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## **Bob Prosperi**

### *Guide*

Bob Prosperi has been studying, teaching, or practicing the craft of history for more than 40 years. A US Army veteran and a 1976 graduate of Indiana University of Pennsylvania, Bob worked for many years at Gettysburg National Military Park, spending his last nine years there as one of the Park's two Historians. After leaving the National Park Service Bob served as an Educator with the Pennsylvania Historical and Museum Commission, has been a Licensed Battlefield Guide since 1993 and has been involved with various leadership training institutes since the mid-1990's.

## **John Regentin**

### *Facilitator*

John Regentin spent the last 20 years with Gettysburg College as an Assistant Dean and Director of Experiential Education. During his tenure, he was responsible for the design and delivery of leadership programs for the Gettysburg College campus community, as well as for many government and private agencies. The primary focus for the leadership programs was utilizing a wilderness environment, where John was responsible for the design and delivery of sea kayaking, climbing, and mountaineering programs to over 18 countries on five continents. In 2012, John and a team of 9 other participated in 6 week leadership initiative and sea kayaked across the Baltic Sea from Stockholm, Sweden to Helsinki, Finland. In addition to his role at Gettysburg College, he also serves in a board and governance position as an elected official on his local school board.

John holds his MS from Radford University in Counseling and Human Development.

## **Dr. William E. Rosenbach**

### *Instructor*

Transactional/Transformational Module Prelude and Discussion

William E. Rosenbach is Evans Professor of Eisenhower Leadership Studies and Professor of Management Emeritus at Gettysburg College. He received his PhD from the University of Colorado-Boulder in 1977 in Business Administration (Organizational Behavior). Dr. Rosenbach served as the founding Chairperson of the Department of Management, Gettysburg College from 1984 to 1991 and 2000 to 2001. He was Professor and Head, Department of Behavioral Sciences and Leadership, US Air Force Academy from 1982 to 1984 and member of the faculty there from 1972 to 1984. Dr. Rosenbach's research focuses on leader and follower behavior and development, effectiveness of leadership development programs, and the relationship of transformational leadership to organizational performance. He is a founding partner of The Gettysburg Leadership Experience, a unique executive leadership development program in Gettysburg, Pennsylvania.

# FACULTY

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## **Scott Taylor**

### *Instructor*

Scott is an accomplished leadership development facilitator, instructional designer and senior manager who has almost 20 years of experience working in large and small organizations, including international experience. His successful leadership programming and insights have been published in the book *Experience-Driven Leader Development* by the Center for Creative Leadership.

Scott honed his perspective on leadership and learning while earning a Masters degree from Harvard's Kennedy School and through professional experiences ranging from a senior management role at Teach For America to an outdoor expedition guide of multi-week trips for low income teenagers. His facilitation skills have been developed across a wide variety of settings from consumer focus groups for a national advertising agency, to cross-cultural programs as a Peace Corps volunteer, to major professional development conferences and intense small group learning experiences. He is on the board of LEAP, an arts education non-profit serving students in the Bay area.

Scott lives in San Francisco where he loves exploring the outdoors, does an occasional triathlon and is known to savor hoppy beers.

# ACCOMMODATIONS

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## 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 **May 1, 2020** to make your reservations or [click here](#) to reserve online, be sure to use the Group Code **FCCS060120**. 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.

### **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.

# ACCOMMODATIONS

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## **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 \$135 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.

### 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.

# ACCOMMODATIONS



## **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](#).