

LIFESTYLES

Chamber tabs marketing expert to head Leadership Westmoreland

The Westmoreland County Chamber of Commerce is pleased to announce that Grace Markum, president of the consulting firm High Impact2, Inc., with strong ties to Ligonier and Westmoreland County, has been hired to lead the new Leadership Westmoreland program, which launches this fall.

With experience encompassing the worlds of business, hospitality and higher education, Markum was the candidate chosen to lead the chamber's new initiative, said Chad Amond, president of the Westmoreland County Chamber of Commerce.

"We couldn't be more thrilled to have someone like Grace Markum come on board to direct Leadership Westmoreland as we move ahead with plans to launch the program this fall. With her experience in strategic planning, customized training, workshops and event facilitation, Grace's diverse background is a perfect fit for a program that by its very design promotes diversity in its participants and sessions," said Amond.

With more than 20 years in the hospitality industry, she served as vice president of sales and marketing for Crown American Hotels' 27 hotels in seven states for 10 years before becoming the president and CEO. She has held the designation of Certified Hotel Administrator (CHA) for 19 years.

Her experience in higher education includes the positions of assistant professor of marketing at the University of Pittsburgh at Johnstown and associate vice president for continuing education at the community college level. Markum is a longtime member of the Laurel Highlands Visitors Bureau where she is a past chairman of the board. She is a graduate of the University of



GRACE MARKUM

Pittsburgh at Johnstown with a B.A. in business economics and earned her MBA from Indiana University of Pennsylvania.

"As a manager at one of Westmoreland County's largest employers, I have seen firsthand the need for capable leaders locally and how essential it is for business professionals to have access to adequate training to become the successful leaders of tomorrow. I couldn't think of a more qualified or competent individual to assist us in that endeavor than Grace Markum," said Michael Storms, director of operations - engineered products at Elliott Group and chair of the chamber's Education & Leadership Committee.

"I am looking forward to bringing together a diverse group of professionals for a dynamic leadership development and community awareness program, delivered in an atmosphere that inspires both personal and professional growth," said Markum.

The Westmoreland County Chamber of Commerce plans a new and updated Leadership Westmoreland in September.

In 2009, the popular program was temporarily shelved because of funding concerns in the midst of the recession. Over roughly a decade or more in its existence, Leadership Westmoreland graduated nearly 250 rising and established leaders from within the community. Many of these program alumni continue to serve in key leadership positions throughout the county.

Starting this year, a group of approximately 20 rising and established business professionals will be selected to participate in the program. The cohort will kick off their experience by gathering for a leadership skills retreat in September. After that, one day a month the group will get together to learn various aspects about our community led by a variety of significant civic and business leaders. Leadership Westmoreland's Core Competencies will include sessions on business acumen, performance management, customer centered service approach, emotional intelligence, conflict management, communication skills, teamwork, problem solving, entrepreneurial spirit and delegation.

"We're grateful and encouraged by the fact that we've already received an outpouring of enthusiasm by many of our partners across the community. We embrace the key stakeholders in the county, including our fellow chambers of commerce, who join us in this effort to launch Leadership Westmoreland as a way to make our entire community a better place to live and work," added Amond.

For additional information or to be a part of this initiative, contact Markum at the Chamber office at 724-834-2900 or email leadership@westmorelandchamber.com.

Bulking up salads with Brussels sprouts

BY MELISSA D'ARABIAN
Associated Press

ful of raw almonds or a half cup of milk. And all that fiber and protein

To make the dressing, in a blender combine all ingredients

category in the
taken from the

bird in contest

featured in the
nation Guide,
.org, and for
campaigns such

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Seven Springs
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ay, SkySight
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ing entries for
Contest, visit
est or contact