

2015 VMI LEADERSHIP CONFERENCE

# HONOR IN SERVICE:

*Leaders Responding to the Needs of Our Time*



**MARCH 10 - 11, 2015**  
**MARSHALL HALL**



**VIRGINIA MILITARY INSTITUTE**  
CENTER FOR LEADERSHIP AND ETHICS

## LEADERSHIP AT VMI

Founded in 1839, Virginia Military Institute provides a distinctive military-style experience unique in higher education. Its mission is to prepare educated, honorable, and steadfast leaders in all walks of life.

The Center for Leadership and Ethics provides programs that support VMI's system of leadership training and challenge cadets and our society with conferences on topics of national and international importance, such as our annual leadership conference.

### Cadet Leadership Programs at VMI:

- **Ethical Decision Making Program** – Select cadets attend seminars, symposia and competitions held nationally and internationally to develop their ethical decision making skills.
- **Leadership Focus Group** – Consisting of upper-class cadet volunteers who explore issues related to the management of the Corps of Cadets and formulate recommendations to enhance Corps unity.
- **Leadership Book Program** – Monthly book club featuring challenging leadership and ethical topics
- **Class Lecture Series** – The Gottwald Professor is embedded in one of the fourteen academic departments in order to provide a variety of disciplinary perspectives on leadership and ethics. In addition to teaching courses in the curriculum relating to ethics and leadership, the incumbent presents a lecture on a topic relating to the theme of ethical leadership to one of the four classes of the Corps of Cadets
- **Leader in Residence** – An individual from the military, civilian, nonprofit or other sector with significant proven experience in leadership and ethics visits the Institute during the Spring semester. The Leader in Residence interacts with cadets, faculty and staff to challenge, explore or share in a mutual exchange on topics of leadership and ethics. The Leader in Residence concludes their residency with a presentation or talk, open to the public.





SUPERINTENDENT  
VIRGINIA MILITARY INSTITUTE

Welcome to VMI's 5th Annual Leadership Conference hosted by our Center for Leadership and Ethics and the Institute's Faculty Service Committee. This year marks the 50th anniversary of the death of Jonathan Daniels '61, class valedictorian and civil rights activist. His example of selfless service is an inspiration impacting this year's theme 'Honor in Service: Leaders Responding to the Needs of Our Time.' Solving today's complex humanitarian problems requires thoughtful and inspiring leadership. That leadership is supplied by people just like our speakers, panelists, presenters and you who are dedicated to the service of others for the mutual benefit of all societies.

Throughout the conference, a number of nonprofit and educational leaders will share their ideas on motivating and inspiring others to the call of humanitarian public service and service leadership. The conference features distinguished leaders, scholars, practitioners and students passionate about humanitarian public service. You will be stimulated by their years of practical service in the field and in encouraging others to become servant leaders. Our conference panels highlight topics such as how to bring out the best in yourself and in others, ways to develop servant leaders, methods to implement school honor codes and service learning in school curriculums. Other key panels provide insights into ethical conduct, combating human trafficking, and creating sustainable solutions to poverty.

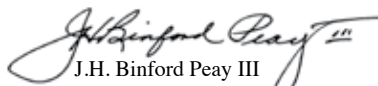
Finally, the conference will come full circle with the presentation of the Jonathan Daniels Humanitarian Service Award. This year's recipient is Representative John Lewis of the 5th Congressional District of Georgia, and Civil Rights Pioneer.

Together we will be inspired to get involved and to deepen our commitment as leaders "to respond to the needs of our time."

Welcome to Virginia Military Institute.



Sincerely,



J.H. Binford Peay III  
General, U.S. Army (Retired)

## SPEAKER BIOS



### CATHY TISDALE

Cathy Tisdale began her career as an educator and then spent 27 years with the American Red Cross, serving in leadership roles at the local, regional and national levels. In 2007, Cathy joined Girl Scouts of the USA National Headquarters and led the successful, groundbreaking consolidation of 312 councils to 112 ahead of schedule. In 2010, Cathy was appointed President and CEO of Camp Fire National Headquarters. In 2011, she was named “Woman of the Year” by the National Association of Women Professionals (NAWP). In addition, Cathy was appointed Chair, National Collaboration on Youth. In 2012, she was elected to the National Board of Directors for both the Nonprofit Leadership Alliance as well as the Human Services Assembly.

Cathy is a member of the United Way of Greater Kansas City’s Executive Leadership Circle, the Leadership Council of the Greater Kansas City Chamber of Commerce, a charter member of the Chamber’s Executive Women’s Leadership Council and a charter member of the Committee of 100 to support the Nelson-Atkins Museum of Art. Cathy has been a featured speaker at the Independent Sector’s Annual Conference and at the Nonprofit Leadership Alliance’s Annual AMI Conference.



### E. SCOTT GELLER

E. Scott Geller, Ph.D., is the President of Make-a-Difference, LLC and Alumni Distinguished Professor of the Center for Applied Behavior Systems of Virginia Tech. He is a Fellow of the American Psychological Association, the Association for Psychological Science, and the World Academy of Productivity and Quality. He is past Editor of the *Journal of Applied Behavior Analysis* (1989-92), and current Associate Editor (since 1983) of *Environment and Behavior*, and consulting editor for the *Journal of Safety Research, Behavior and Social Issues*, *Behavior Analyst Digest*, and the *Journal of Organizational Behavior Management*.

For decades, Dr. Geller has applied behavioral science to keep people safe at work and on the road by increasing the quantity and quality of actively caring for people (AC4P) behaviors. In the aftermath of the April 16th, 2007 tragedy, Dr. Geller and his students initiated a culture shift at Virginia Tech—the Actively Caring for People Movement. Thousands of green actively-caring wristbands were distributed across the country to individuals performing acts of caring with the instructions to pay it forward by passing on the wristband when (s)he observes someone else performing an act of kindness. By using the wristband to recognize helping behavior, a tangible reminder of kindness is associated with the feeling of self transcendence.



### **BARRY ASMUS**

Barry Asmus, Ph.D., is a Senior Economist with the National Center for Policy Analysis. Dr. Asmus was named by *USA Today* as one of the five most requested speakers in the United States. He has testified before the House Ways and Means Committee regarding our income tax system and was a featured speaker in a privatizing Social Security conference for Western European leaders. On recent trips to Romania, Albania, China and Peru,

Dr. Asmus encouraged government leaders to focus on economic freedom.

Dr. Asmus is the author of nine books, including *The Poverty of Nations: A Sustainable Solution*, published in 2013 with co-author Wayne Grudem. As a Professor of Economics, he was twice voted University Professor of the Year and was honored with the Freedom Foundation Award at Valley Forge for Private Enterprise Education. Dr. Asmus is an advocate of free market economics and delivers his ideas in an enthusiastic and energy filled presentation.



### **BRIGADIER GENERAL (Retired) REBECCA HALSTEAD 2015 VMI Leader in Residence**

Retired Brigadier General, United States Army, Rebecca Halstead founded her own leader consultancy company, STEADFAST Leadership, LLC, following 27 years of service in the U.S. military and her role as Executive Director for Praevius, Inc., a leadership consultancy company. She has over 15 years of executive-level leadership experience, with a proven record of leading

change, building successful teams in demanding environments and creating innovative solutions, systems and programs to complex problems. She is an experienced leader and logistician, a highly effective communicator, and a strategic planner with exceptional organizational skills.

Gen. Halstead is a 1981 graduate of the United States Military Academy and achieved an historic milestone as the first female graduate of West Point to be promoted to General Officer. She was the senior Commanding General for logistics in Iraq, and was the first female in U.S. history to command in combat at the strategic level.

Gen. Halstead is a recipient of the 2007 National Women's History Project award for "Generations of Women Moving History Forward." From 2009 to 2010, Becky served as a Commissioner on the President's Military Leadership Diversity Commission. In 2011, her leadership model was a focus of a Harvard Business School Case Study.

## SPEAKER BIOS *continued*



### **KIMBERLY MCCABE**

Kimberly McCabe, Ph.D., is a professor of criminology and Dean of the School of Humanities and Social Sciences at Lynchburg College. Her education includes the University of South Carolina, Virginia Tech, University of Michigan, Harvard, and Oxford. Her research interests include police policy and practice, child abuse, and human trafficking.



### **ELIZABETH SCAIFE**

Elizabeth Scaife joined Shared Hope International in 2009 and is presently the organization's lead trainer on domestic minor sex trafficking. She develops and implements customized training curriculums for various audiences across the United States on how to identify and respond to victims. Elizabeth has trained federal, state and local representatives of various disciplines, including state policy leaders, and provides technical assistance to Human Trafficking Task Forces in several states. She also coordinates Shared Hope's national training conference which emphasizes a unique collaborative community approach. Elizabeth has worked undercover with other professionals to document child sex trafficking in the U.S., and discussed the topic on national television.



### **About the Jonathan Daniels Humanitarian Award JONATHAN DANIELS, '61**

The VMI Board of Visitors voted in 1997 to establish the Jonathan M. Daniels, '61, Humanitarian Award. The award emphasizes the virtue of humanitarian public service and recognizes individuals who have made significant personal sacrifices to protect or improve the lives of others. The inaugural presentation was made to President James Earl Carter in 2001; the second award was presented to

Ambassador Andrew Young in 2006; the third, to Dr. Paul V. Hebert, '68, who has retired after a 35-year career in humanitarian work, much of it with the United Nations Department of Humanitarian Affairs.

At the conclusion of this year's conference, we will confer the Jonathan Daniels Humanitarian Award upon Rep. John Lewis of Georgia's 5th District. In keeping with this year's Leadership Conference theme, we will honor Rep. Lewis for his years of work and advocacy in the civil rights movement. (See page 11.)

To learn more about Jonathan Daniels, please visit [www.vmi.edu/leadership2015](http://www.vmi.edu/leadership2015).

## SCHEDULE - TUESDAY, MARCH 10

**7:30 – 9:30 a.m. Registration**

**7:30 – 9:30 Continental Breakfast (Hall of Valor), sponsored by Leidos**

**9:25 – 9:35 Welcoming Ceremony (Gillis Theater)**

**9:35 – 10:25 Opening Speaker**

***“Seven Life Lessons from Psychological Science: How to Bring out the Best in Yourself and Others”***

- E. Scott Geller, Ph.D., Director, Center for Applied Behavior Systems, Virginia Tech

**10:30 – 11:45 SESSION ONE**

**Theory of Service Panel: (New Market)**

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Moderator: Duncan Richter, Ph.D., Department of English, Rhetoric and Humanistic Studies, Virginia Military Institute

***“Understanding leaders through understanding the human person: a case study of It’s a Wonderful Life”***

- John Carter, Ph.D., Lecturer, Department of Leadership and American Studies, Christopher Newport College

***“Scholarly pursuits as service: Liberation Psychology as an Exemplar”***

- Lt. Col. Dave Cotting, Ph.D., Department of Psychology, Virginia Military Institute

***“Leadership in Developing Countries: The Role of Empathy”***

- Russell Jamison, Ph.D., Department of Engineering Education; Brittany Allen, student, Virginia Commonwealth University

**Service Learning Panel: (Shenandoah)**

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Moderator: Maj. Megan Herald, Ph.D., Department of Applied Mathematics, Virginia Military Institute

***“Inspiring Girls in Engineering through Leadership and Service”***

- Maria Eagen, Ph.D., Science Department, Foxcroft School

***“Building Partnerships for Clean Water Projects in Developing Communities”***

- Jon Erickson, Ph.D., Department of Physics and Engineering; students: Cort Hammond and Katherine Strickland, Washington and Lee University

***“Discipline-Based Service Learning in General Education Courses”***

- Russell Sisson, Ph.D., Department of Religion, Union College

**Literacy Education Panel: (Gillis Theater)**

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Moderator: Commander Randy Zamora, Naval ROTC Department, Virginia Military Institute

***“Student-Driven Service as a Core Component of Education Coursework”***

- Haley Sigler, Ph.D., Assistant Director, Teacher Education Program; Josephine Tarantini, student, Washington and Lee University

***“Studying and Serving in the Field: Public Literacy in Rockbridge County, VA”***

- Col. Christina McDonald, Ph.D., Department of English, Rhetoric and Humanistic Studies; Andrew Stanford, cadet, Virginia Military Institute

## SCHEDULE - TUESDAY, 10 MARCH *continued*

**11:45 – 1:00 p.m. Buffet Lunch (Hall of Valor)**

**12:00 Optional Post Tour – VMI Museum (Jackson Memorial Hall)**

**1:00 – 2:15 Plenary Panel Discussion: Human Trafficking (Gillis Theater)**

Moderator: Cathy Tisdale, CEO, Camp Fire National Headquarters

*“Child Trafficking: A Global Concern”*

- Kimberly McCabe, Ph.D., Dean of Humanities and Social Sciences, Lynchburg College
- Elizabeth Scaife, Director of Training, Shared Hope International

**2:30 – 3:45 SESSION TWO**

**PANEL: “Putting an Institutional Pillar into Action” (New Market)**

Moderator: Lt. Col. Keith A. Kline, Ph.D., Department of Psychology, Virginia Military Institute

- C. Douglas Johnson, Ph.D., Professor of Leadership and Management; students, German David Araya, Jerhvon Pearman, Georgia Gwinnett College

**PANEL: “The Citadel – Integrating Service Learning and Civic Engagement to Develop Principled Leaders” (Gillis Theater)**

Moderator: Catharine Gilliam, J.D., Department of English, Rhetoric, and Humanistic Studies, Virginia Military Institute

- Conway Saylor, Ph.D., and Lori Fernald, Ph.D., Tyler Woolum, Lt. Col. Kevin Dougherty; cadets: Jordan Yaeger, Matt Scalise, Hannah Holt, Jessica Loya

**Honor Codes as Service Learning Panel: (Boardroom)**

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Moderator: Col. James E. Turner, Ph.D., Department of Biology, Virginia Military Institute

*“The Importance of Honor Codes in Public High Schools”*

- Janet Womack, Ph.D., Principal; Kendel Lively, Librarian; Saif Raza, English Department; students, Kyle Sperber, Emily Cops, Chris Fecisian and Cassandra Kuhn, Lord Botetourt High School

*“Developing a Taxonomy of Virginia Honor Systems”*

- Mark Rush, Ph.D., Professor of Politics and Law; students, Alexandra Eichenbaum, Lauren Howard, Wilson Miller; Washington and Lee University

*“Connecting Honor, Leadership, and Service through Co-curricular Learning”*

- David Rettinger, Ph.D., Executive Director of the Center for Honor, Leadership, & Service; University of Mary Washington

**Service Leadership Panel: (Shenandoah)**

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Moderator: Lt. Col. Dave Cotting, Ph.D., Department of Psychology, Virginia Military Institute

*“Embracing the Contrast between the Expected and the Real: Service that is Effective”*

- Steven Grande, Ph.D., Director of Civic Engagement, Spencer Center for Civic and Global Engagement; Bethany Zaiman, student, Mary Baldwin College



***“Leadership: Conflict, Mediation, and Transformation”***

- Roderic L. Owen, Ph.D., Philosophy and Religious Studies Department, Mary Baldwin College

***“American Military Engineers Student Leadership and Service Training”***

- John Walewski, Ph.D., Zachry Department of Civil Engineering, Texas A&M University

**4:00 – 5:30 SESSION THREE**

**Leadership Theories and Assessment Panel: (Gillis Theater)**

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Moderator: Lt. Col. Keith A. Kline, Ph.D., Department of Psychology, Virginia Military Institute

***“Viewing the Honorable Servant Leader from a Psychological Perspective”***

- Col. Thomas Meriwether, Ph.D., Department of Psychology, Virginia Military Institute

***“Leadership Assessment in the Most Unexpected Places: Leveraging a Government Simulation”***

- Linda Mallory, Ed.D., Education Specialist and Maj. Adam Scher, M.P.A., US Army; Department of Social Sciences, United States Military Academy

***“Service and Impact: When Difficult Decisions Facilitate Learning”***

- Timothy Powers, Director, Aggie Honor System Office, Texas A&M University

***“Translating Military Experience to Executive Public Leadership”***

- Rosa Castillo Krewson, graduate student, Virginia Tech

**Ethics Panel: (New Market)**

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Moderator: Maj. Heather Branstetter, Ph.D., Department of English, Rhetoric and Humanistic Studies, Virginia Military Institute

***“Increasing Student Performance in the Study of Business Ethics: Using an Outcomes Assessment Process to Change and Develop a Business Ethics Curriculum”***

- Thomas Abbott, Ed.D., Academic Program Manager – Business Administration;

***“Two Case Studies in Military Engineering Ethics”***

- Col. Carlos Bertha, Ph.D., Department of Philosophy, U.S. Air Force Academy

***“Soldiers and Civilization”***

- Capt. Reed Bonadonna, Ph.D., Director of Ethics, U.S. Merchant Marine Academy

**5:15 – 6:15 ‘Meet the Author’ and Reception with Poster Session (Hall of Valor)**

**7:00 – 9:00 Keynote Speaker / Dinner (Hall of Valor)**

***“We Leaders. We Dealers in Hope.”***

- Cathy Tisdale, CEO, Camp Fire National Headquarters

## SCHEDULE - WEDNESDAY, 11 MARCH

**7:00 – 8:00 a.m. Breakfast Buffet**

**8:00 – 8:50 Plenary Speaker (Gillis Theater)**

*“The Poverty of Nations: A Sustainable Solution”*

- Barry Asmus, Ph.D., Senior Economist, National Center for Policy Analysis; author

**9:00 – 10:15 SESSION FOUR**

**Human Rights Panel: (New Market)**

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Moderator: Lt. Col. Scott Frein, Ph.D., Department of Psychology,  
Virginia Military Institute

*“Trends in Contemporary Higher Education: Threats To Prosperity and Human Rights”*

- Peter Mwangi, M.A., African Studies Program, Ohio University

*“Implementing a Social Justice Curriculum in Secondary Schools”*

- Marjorie Kuzminski, Social Studies Department, The Highland School

*“The Civil Rights Movement and Contemporary Social Justice: Meeting the Past and Changing the Future”*

- D. Gregory Sapp, Ph.D., Department of Civic and Social Responsibility and Department of Religious Studies, Stetson University

**Perspectives on Leaders Responding to the Need Panel: (Boardroom)**

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Moderator: Col. James S. Park, Institute Chaplain, Virginia Military Institute

*“In the Nation’s Service: Woodrow Wilson, Princeton & Service-Oriented Education”*

- Maj. John Matsui, Ph.D., Department of History, Virginia Military Institute

*“Dr. Robert T. Kerlin: A Martyr for Equality and the Inspiration Behind the Civil Rights Movement at VMI”*

- Frederick D. Walker, cadet, Virginia Military Institute

*“Affordable and Fair Housing Mitigates Adverse Effects of Poverty”*

- Wonhee Lim, student, Washington and Lee University

**Poverty Panel: (Gillis Theater)**

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Moderator: Col. Tinni Sen, Ph.D., Department of Economics and Business,  
Virginia Military Institute

*“What Difference Does a Definition Make: Poverty & Service”*

- Howard Pickett, Ph.D., Director, Shepherd Poverty Program, Washington and Lee University

*“Soccer without Borders Uganda”*

- Rebecca Dunn, Shepherd Internship Program, Washington and Lee University

*“The Campus Kitchen at W&L”*

- Chloe Doto and Rebecca Dunn, students, Washington and Lee University

**Student Service Panel: (Shenandoah)**

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*“On-Campus Winter Shelter - a service learning and leadership model for Higher Ed”*

Moderator: Lt. Col. Tim O. Moore, Ph.D., Department of Civil and Environmental  
Engineering, Virginia Military Institute

*continued next page*

Patricia H. Clark, Research Librarian; Robin C. Takacs, Instructional Technology Director and students, Virginia Wesleyan College

***“Implementation of Waste Water Technology in Developing Countries”***

- Tyler Brickles, cadet, Virginia Military Institute

***“Nabors Service League: Impacting All Areas of Life”***

- Caroline Hamp and Jacqueline Carson, students, Washington and Lee University

**10:30 – 11:20 Plenary Speaker (Gillis Theater)**

***“STEADFAST Leadership”***

- Retired Brigadier General Rebecca Halstead, CEO, STEADFAST Leadership, Inc.

**11:20 – 11:50 Boxed Lunch**

**12:00 p.m. Optional Post Tour - VMI Museum (Jackson Memorial Hall)**

**12:15 Jonathan Daniels, '61 Humanitarian Award (Cameron Hall) Presentation to Congressman John Lewis**

**2:00 Viewing of 'Here Am I, Send Me: The Jonathan Daniels Story' film (Gillis Theater, Marshall Hall)**

**3:15 Wreath-laying ceremony in Daniels Courtyard**

**4:35 Parade on VMI Post Parade Grounds**



***Jonathan Daniels Humanitarian Award Recipient***  
**REPRESENTATIVE JOHN LEWIS**

Often called “one of the most courageous persons the Civil Rights movement ever produced,” John Lewis has dedicated his life to protecting human rights, securing civil liberties, and building “The Beloved Community” in America.

His dedication to the highest ethical standards and moral principles has won him the admiration of many of his

colleagues on both sides of the aisle in the United States Congress.

Rep. Lewis was born the son of sharecroppers on February 21, 1940, outside of Troy, Alabama. He grew up on his family’s farm and attended segregated public schools in Pike County, Alabama. As a young boy, he was inspired by the Montgomery Bus Boycott and the words of the Rev. Martin Luther King, Jr. In those pivotal moments, he made a decision to become a part of the Civil Rights movement. Since then, he has remained at the vanguard of progressive social movements and the human rights struggle in the United States.

John Lewis holds B.A. in Religion and Philosophy from Fisk University and is a graduate of the American Baptist Theological Seminary, both in Nashville, Tennessee. He has been awarded over 50 honorary degrees from prestigious colleges and universities throughout the United States.

## UPCOMING SCHEDULE OF EVENTS:

### Academic Year 2014 - 2015:

- Mar. 27 - 28, 2015 - Virginia State Science & Engineering Fair
- Mar. 31 - Apr. 2, 2015 - 26<sup>th</sup> Environment Virginia Symposium

### Academic Year 2015-2016: 'Living in the Age of Machines'

- Oct. 5-7, 2015 - 4<sup>th</sup> STEM Education Conference -  
Technology focus
- Dec. 11-12, 2015 - Biennial Seiziémistes of the Mid-Atlantic  
Conference
- Mar. 7-9, 2016 - 6<sup>th</sup> Annual Leadership Conference:  
'Ethical Dilemmas in the Age of Machines'
- Apr. 4-6, 2016 - 27<sup>th</sup> Annual Environment Virginia Symposium
- Apr. 8-9, 2016 - Virginia State Science & Engineering Fair
- May 28, 2016 - 16<sup>th</sup> Biennial Stonewall Jackson Symposium

**The Center for Leadership and Ethics thanks the following  
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