

February 3, 2009



# Shepperd e-Leader: Taking Charge



*Changing the Future of Leadership*



# POTUS 44

*President of the United States*

In January, 2009, the Shepperd Institute launched a four part series to explore various aspects of the Presidential process. The first event opened to a standing room only lecture hall and featured the former Chair of the Texas Democratic Party Convention Organizing Committee, John James.

The second installment of the POTUS 44 series will take place on February 18, 2009. This month's event will feature guest speaker Shirley M. Green. Ms. Green has served as the Director of George H.W. Bush's transition team in 1991, and most recently as the Director of Communications for the Texas Attorney General's office. Ms. Green has also worked for NASA and was the Deputy Press Secretary for the Office of the Vice-President during Bush 41's tenure.

**Date: Wednesday, February 18, 2009**

**Time: 11:45 A.M.**

**Where: Student Union, Multipurpose Room**

**2nd Floor, Mesa Building**

**FREE LUNCH PROVIDED**

## Texas Leadership Forum Names 25th Anniversary Chair

In January, 2010, the Texas Leadership Forum (TLF) will celebrate its 25th anniversary. To spearhead this exciting occasion, the Shepperd Institute has named Rhonda Lewallen as the Chair of the 2010 Leadership Team. Ms. Lewallen first attended the TLF in October of 2008 as a participant. Her enthusiasm, intelligence and public relations skills quickly set her apart as a natural leader. She currently works for Medical Center Hospital in Odessa, Texas, as the Recruitment and Retention Coordinator. Rhonda is involved in numerous civic and charitable organizations in her community. She is an active member of the Odessa Rotary Club and is serving as Co-Chair for Leadership Odessa, 2008-2009.



Rhonda Lewallen

John Ben Shepperd  
Public Leadership  
Institute

“When placed in  
command, take  
charge.”

-Norman Schwarzkopf

“When you take  
charge of your life,  
there is no longer  
need to ask permis-  
sion of other people  
or society at large.  
When you ask per-  
mission, you give  
someone veto  
power over your  
life.

-Geoffrey F. Albert

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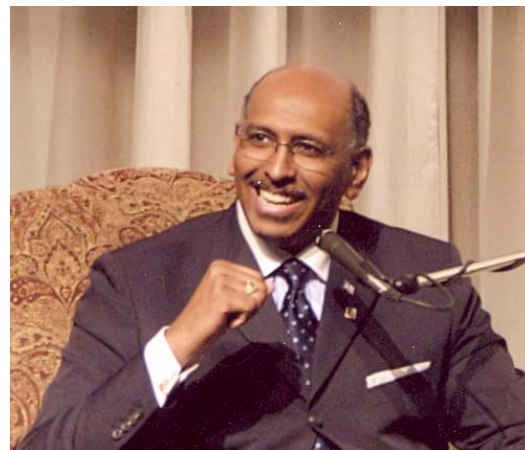
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## Steele Clinches RNC Chairmanship

After six rounds of voting, recent Shepperd Distinguished Lecture guest, Michael Steele, is taking the reigns of the Republican National Committee. Steele defeated five other nominees for the position, including incumbent Robert "Mike" Duncan. Capturing the crowd's excitement, Steele professed, "This is awesome," in his victory speech. Steele was virtually counted out of the running as an RNC outsider; however, the 168 member delegation clearly signaled its desire for change with his election.

In a nineteen page "blueprint" Steele outlined his plan for expanding his party's reach. "We're going to say to friend and foe alike: 'We want you to be a part of us, we want you to be with us.' And for those who wish to obstruct, get ready to get knocked over," Steele said. Key elements of Steele's plan include updating party strategy specifically to better harness available technology. During his bid for the chairmanship, Steele referred to President Obama's monumentally successful fundraising efforts via the internet. Steele's own grassroots campaign website linked to numerous popular social networking sites including *Facebook*, *YouTube* and *Twitter*. Illustrating his stance for change, Steele declared, "This is the dawn of a new party moving in a new direction with strength and conviction."



Michael Steele in the UTPB Gymnasium

Steele, a former Lieutenant Governor of Maryland, appeared at UT Permian Basin in the spring of 2008 along with Harold Ford, Jr., as part of the Shepperd Distinguished Lecture series. For more information on Chairman Steele or his plan for the RNC, please visit [www.rnc.org](http://www.rnc.org) or [www.steeleforchairman.com](http://www.steeleforchairman.com).