

ICMA Gettysburg Leadership Institute

INTERNATIONAL CITY/COUNTY
MANAGEMENT ASSOCIATION
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icma.org

- Who:** This session is open to all directors and senior managers.
- What:** The ICMA Gettysburg Leadership Institute
- When:** September 8-10, 2019
- Where:** Gettysburg, PA
- Cost:** \$975 for members and \$1,075 for nonmembers
- Required reading:** *The Killer Angels* by Michael Shaara

Application: The deadline is **July 31, 2019**. Fee includes all interpretive fees and materials, bus transportation, dinner on Sunday, and lunch on Monday and Tuesday.

Lodging: Attendees will stay at the Gettysburg Hotel at One Lincoln Square. Special room rates are available to ICMA attendees, but please do not book your hotel or airfare until you have been accepted into the program.

Overview: A small group of no more than 30 senior local government managers will meet to study the leadership lessons of Gettysburg. This is a unique opportunity to join colleagues in an exploration of personal leadership, organizational effectiveness, and the lessons of history.

Background: In July of 1863, the turning point of the American Civil War occurred at the Battle of Gettysburg. Here, General Robert E. Lee's Confederate army of 75,000 men and the 97,000 man Northern Army of General George Meade met, by chance, when a Confederate brigade sent there for supplies observed a forward column of Meade's Cavalry. Of the more than 2,000 land engagements of the Civil War, Gettysburg ranks supreme. Although these battles did not end the war, nor attain any major war aim for either North or South, it remains the great battle of the war and with it brings great leadership lessons of strategy, flexibility, communication, rigor, organizational function, and dysfunction that are applicable to effective local government today.

Institute Schedule:

- On Sunday afternoon, preparation for the leadership lessons of Gettysburg continues as we review the institute's agenda, view *Gettysburg* (the film), have dinner, and begin our leadership discussion.
- On Monday morning, we begin at the Gettysburg Foundation Museum for a brief overview of the historical context and strategic importance of the Battle of Gettysburg. We will talk about the command structures, strategies, and methods of

communication during the battle, which contain relevant examples for today's leaders in decision-making, team building, and planning strategies for success. With the aid of a professional interpretive guide who has a rare passion for and understanding of the Gettysburg experience, we will visit the battle lines of North and South. As part of the tour we will leave the bus and, on the field bisected by the Emmetsburg Road south of the Borough of Gettysburg, we will walk the field of the famous Pickett's Charge. We will study good and bad examples of leadership, the importance of communication, leading by example, recognizing and appropriately utilizing talent and skill, and understanding the benefits and limitations of the tools and resources available.

- Tuesday morning will begin with more discussion of the impact of leadership during the battle. The group will then enter a museum classroom for a study of contemporary and historical leadership styles ending with President Abraham Lincoln's trip to dedicate the National Cemetery with a "few appropriate remarks" which lasted only two minutes and which we know as the Gettysburg Address. In the afternoon, we will visit the hallowed ground of the National Cemetery with a special interpretive guide and participate in some other learning activities. We will also tour the town of Gettysburg to study the impact of the battle on the population of 2,000 which had to provide services for the more than 51,000 casualties as a result of the battle. Over 152,455 men and 550 cannons were positioned in an area encompassing 25 square miles. Additionally, an estimated 569 tons of ammunition was expended and, when the battle had ended, 5,000 dead horses and the other wreckage of war presented a scene of terrible devastation which will serve as case study on disaster management.
- We will wrap up with a debriefing and interactive question and answer session.

Sunday

Dinner & a Movie—Majestic Theatre

Monday

Leadership Lessons of the
Battlefield

Lunch on the Battlefield

Dinner—on your own

Tuesday

Gettysburg Museum

Abraham Lincoln: Mission Driven Leadership

Gettysburg National Cemetery

The Town Experience: Case study of disaster management

Buffet lunch and discussion of leadership lessons from
the battlefield and cemetery.

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Apply Today! July 31, 2019 is the deadline for application and full payment.

Name/Title: _____

I am a Credentialed Manager or Candidate: _____ Yes _____ No

Organization: _____

Address: _____

City/State/Zip: _____

Phone: _____ Email: _____

Select your application type:

Member: \$975

Non-member: \$1,075

My local government is sending two or more this year:
\$50 discount for each additional person

Select your payment type:

Check enclosed (payable to ICMA University)

Credit Card: Visa MC AmEx

Name on Card _____

Number _____

Exp. Date _____ Signature _____

Selection: Selection decisions will be made on a rolling basis,. Anyone not accepted into the program will receive a full refund. **Please wait until after you are accepted to book air travel.**

Cancellation: \$250 of your fee is nonrefundable. After July 15, *the full* application fee is nonrefundable. To cancel your application, please notify ICMA in writing before August 16, 2019.

Return by July 31, 2019 to: ICMA University, Gettysburg Leadership Institute, Member & Customer Support, 777 N Capitol St NE, Suite 500, Washington DC 20002, or to FAX number 202-962-3678 – ATTN: FINANCE: GETTYSBURG