

Behrend Briefs

George Looney, an assistant professor of English and Creative Writing, will be reading from his newest published poetry book, *The Precarious Rhetoric of Angels*, Thursday Nov. 10 at 6 p.m. The book is a 2005 recipient of the White Pine Press Award for Poetry. Looney has published over 200 poems in books and literary journals from all over the world, as well as two other poetry collections. For more information, contact Christine Palattella at crm3@psu.edu.

Rock for Brock

On Tuesday, Nov. 15, Jimmy-Z's Time Out Tavern will be hosting the "Rock for Brock." Brock Elementary was one of the public schools hardest hit by Hurricane Katrina. Jimmy-Z's is working to raise money to rebuild the school. There is a \$2 donation at the door and the evening will consist of a DJ and the band "Phantasm." Phantasm was the winner of Sherlock's Battle of the Bands last spring.

Police and Safety

10/20/05

Officer was dispatched to Niagara Hall after a fire alarm was activated. Upon arrival, it was determined that a pull box had been used when there were no signs of an actual fire.

10/22/05

Complainant reported that another student had made some disturbing comments to her.

10/25/05

While in Lawrence Hall another RA who was at the previous call asked that I check on a resident in the men's restroom who has been there for approx. 45 minutes. Resulted in an underage citation being issued.

10/27/05

RA reported suspicious odor on the second flooreast wing of Lawrence Hall.

10/28/05

Complainant reported that someone broke into his truck and stole numerous items as it sat in S Lot from 10/26/05 until today.

10/28/05

Complainant reported that his vehicle was broken into and some items taken.

11/1/05

Non-student reported being shot in front of Porcupine Hall.

Worldwide Luminary Series comes to Erie

By Heidi Weismiller
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The eleventh annual Worldwide Luminary Series took place at the Avalon Hotel in downtown Erie on Wednesday, Nov. 2. The day long seminar was titled "Leading to Greatness: Building True Success Wherever You Live and Work."

The Luminary Series is an organization focused on educating the public about leadership. They run one to two programs a year worldwide. This event was based out of Washington, D.C. and was broadcast via satellite all over the world. The Luminary Series relies on colleges around the United States to host these events by providing a space where a group can assemble and watch the broadcast. This particular event was hosted by 86 colleges and universities across the nation, as well as 14 other locations around the world.

Each college hosting the event had the opportunity to send information on a leadership book of their choice. From all of those entries, a few were chosen to appear in the workbook. Each attendee was given a workbook outlining the day's schedule of events, background on each speaker and places to take notes about their presentations. This same workbook was given to every person around the world who attended. In this workbook was information about Penn State Behrend's own Peg Thoms, Ph.D. Thoms is the director of the MBA program in the School of Business at Behrend. An entire page, for the world to read, was dedicated to Thoms and the promotion of her newest book, *Finding the Best and Brightest: A Guide to Recruiting, Selecting, and Retaining Effective Leaders*.

Her book was one of the few chosen to be represented in the workbook. Thoms believes that the book was chosen to be included because it was one of a kind. "As far as I know, this is the only book written on the subject," she said. She explained how her book was not like every other leadership book on the market. It doesn't teach you

how to be a leader, it explains how to select leaders. She said it is a book "for the rest of us who choose the leaders." Part of her motivation to write this book was that she wanted to make the public as informed as possible on choosing leaders, whether they be the President of the United States or the head of a social organization. "We make so many mistakes," she said. She thought that by writing this book, the public would be able to make more informed decisions on leaders. Although not one of the broadcast speakers, Thoms had a chance to speak with the group of 70 people that gathered at the Avalon.

The event began at 11 a.m. with a presentation by Carly Fiorina. Fiorina is the former chairman and chief executive officer of global technology solutions for Hewlett-Packard. Each speaker had a chance to speak for 50 minutes about his or her thoughts on leadership, how it relates to his or her life and how it is necessary in ours. The next speaker was Senior Researcher for the Gallup Organization, Marcus Buckingham. Buckingham has written two best-selling books on leadership and he has offered his world audience a lot of insight into what you need to know to be a good leader.

After a meal break, the audience heard a presentation by the CEO panel of Fortune magazine. Those putting on the Luminary Series thought that this would give the attendees a look "behind the curtain" at today's most respected businesspeople and leaders.

Next, one of the most famous CEOs in the world, Jack Welch, took the stage. Welch retired from his position as CEO of General Electric in 2001 after a 20-year reign. He has written two books: one is an autobiography and the second entitled *Winning*, which is a book on management. Welch's management innovations and story of success make him a role model to young businessmen and businesswomen. The fifth speaker of the day was Dr. Stephen R. Covey. He is, according to Time magazine, one of the 25 most influential Americans. Covey has written many well known books including his bestseller, *The 7 Habits of Highly Effective People*, which is rated one of the top 10 most influential

books ever. Covey spoke about the importance of leadership centered in principles.

The best-selling author Malcolm Gladwell spoke next. Gladwell is famous for incorporating groundbreaking research in psychology, sociology and neurology into the business world. He informed the audience about "thinking on your toes." He said it is a necessity for any leader to be able to make instinctive judgments at a moment's notice.

The sixth speaker is the owner of the global, multi-billion dollar company called Virgin. Richard Branson began his success at age 16 and talked with the audience about his path to greatness and gave tips to help others succeed. Branson believes that the key to success is people. He said we need to pay attention to details and make the people happy.

The final speaker was former New York City mayor, Rudolph W. Giuliani. Giuliani worked during his time as mayor to improve the quality of life for New Yorkers. He spoke about his leadership during the terrorist attacks on Sept. 11, 2001. He also said that, "leadership is learned," and he outlined a few major points that are important for effective leadership. He said you must communicate strong beliefs, be optimistic, courageous and ethical, always prepare and anticipate, understand teamwork, communicate well and have a good sense of humor.

Thoms thought that the conference went well overall. "I was extremely pleased with the information offered," she said. She was also very impressed with the recognition Behrend received with the inclusion of her book in the attendees' workbooks. Peggy McCarthy, the Director of Corporate and Continued Education at Behrend, helped coordinate this event with the Luminary Series. "I think it went very well," she said. "I am looking forward to next year and I hope that Behrend gets the opportunity to host again." Next year's conference will be held on Nov. 15, 2006.

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