

# Take Your Seat at Washington's Side

*Leadership lessons from America's first president*



## PMI CEO Thinking Forum

September 8, 2022  
Mount Vernon, Virginia





*George Washington was a military leader who never had overwhelming resources on his side. His genius was holding together an undersupplied and undermanned army always on the verge of dissipating. By retreating after stalemates or losses and surviving to fight another day, Washington gradually wore down the resolve of his British opponents. He won the war by not losing it.*

**How is your company coping with supply and labor shortages?**

**How can you achieve optimal outcomes with the resources you have?**

If there is one American name synonymous with leadership, it's George Washington. Our nation's first general and president, Washington led the colonial army to victory over the British, then led a fledgling nation with a brand new constitution for eight years.

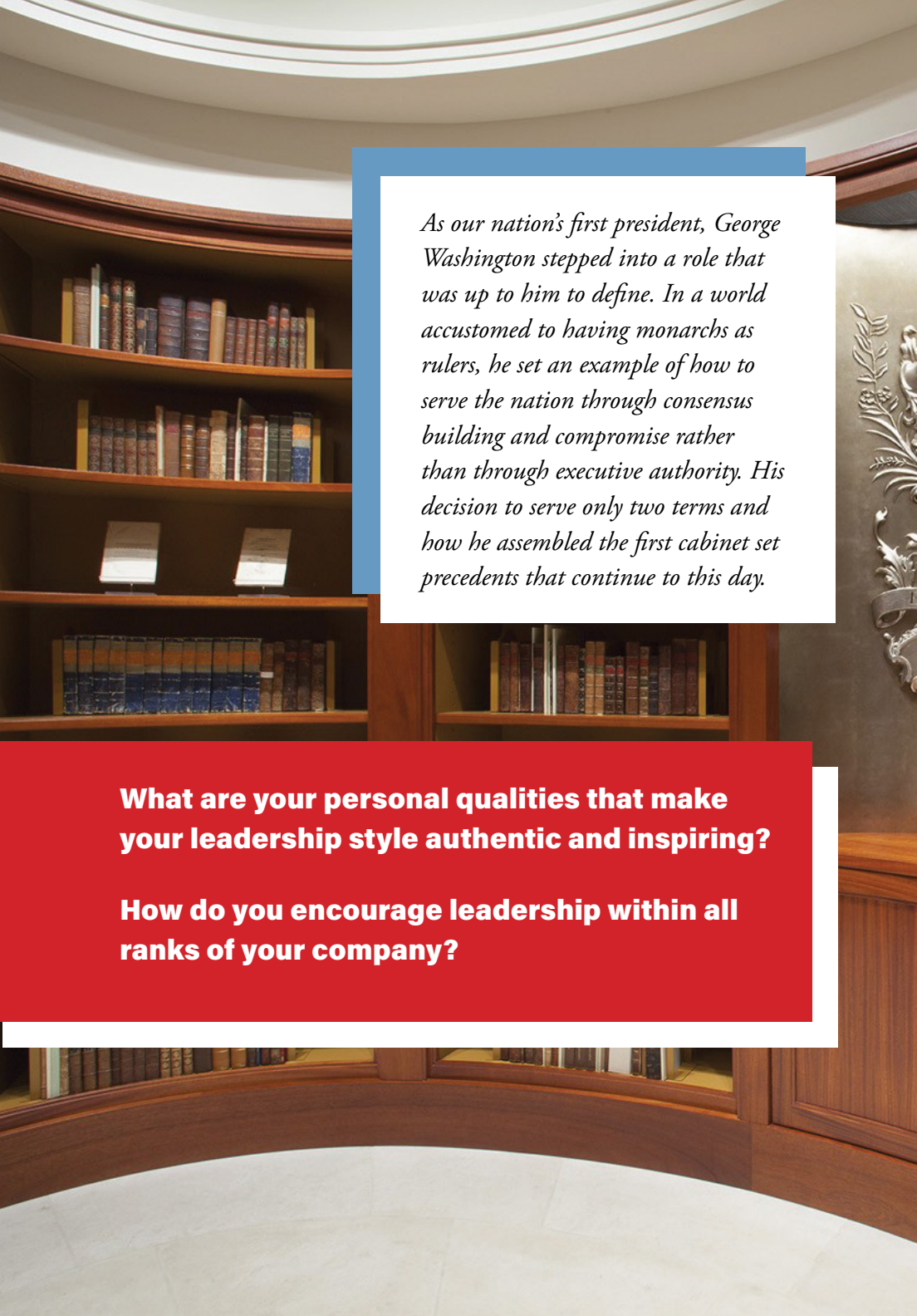
If you had the opportunity to be George Washington for one day, how would you apply his intellect and experience to your company? What challenges facing your company would you address? Supply chain, workforce, sustainability, or something else?

The Sept. 8 PMI CEO Thinking Forum at Mount Vernon will allow you to enter Washington's home for a day and to adopt his viewpoint of the challenges you face. If you're a CEO, president, senior executive, or business owner interested in taking a day among peers to explore fresh perspectives on leadership, strategy, and the keys to driving change, make plans to join us today!

Sincerely,

A handwritten signature in black ink, appearing to read "Kerry". The signature is fluid and cursive, with a long horizontal stroke at the end.

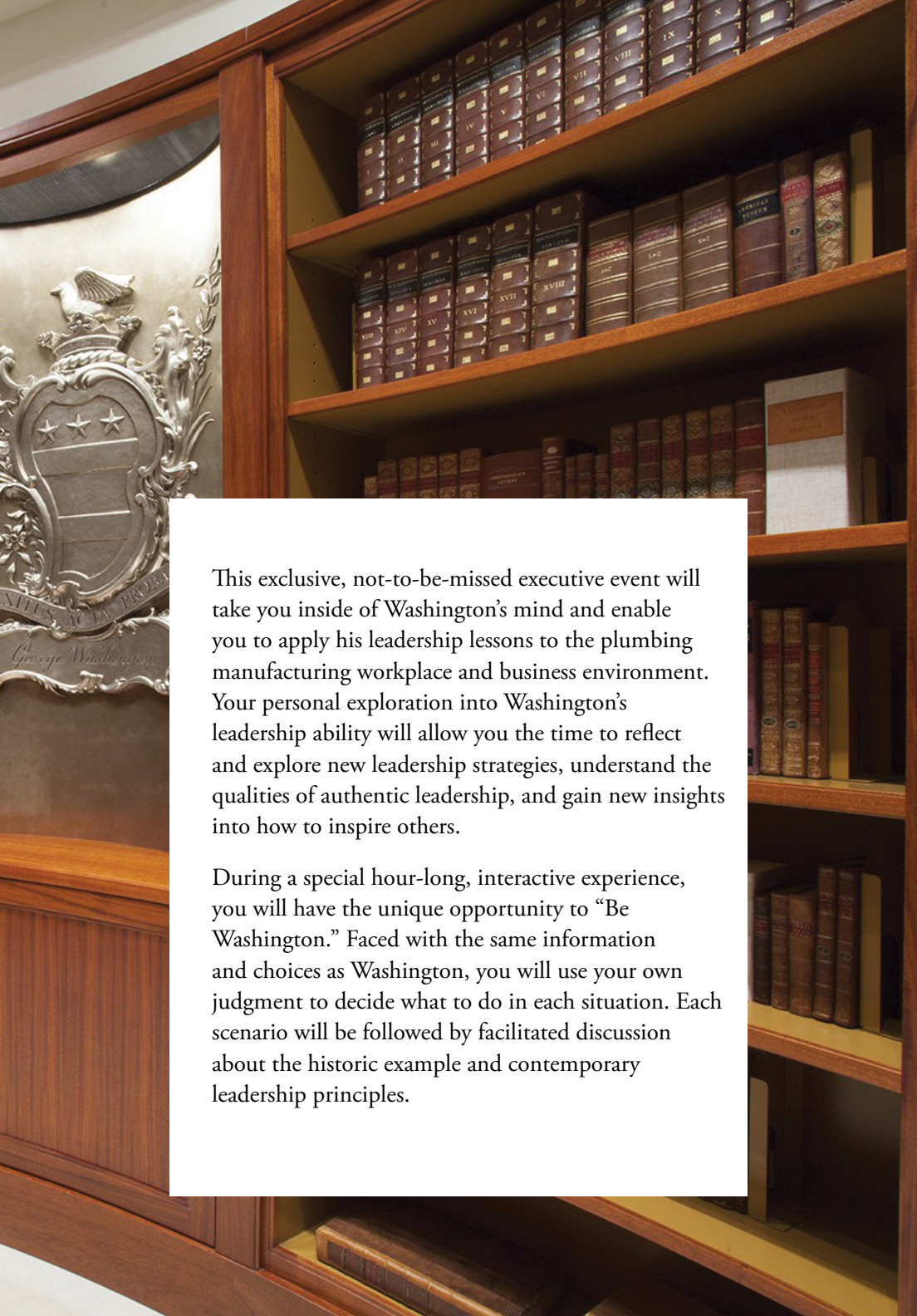
Kerry Stackpole  
CEO/Executive Director  
Plumbing Manufacturers International



*As our nation's first president, George Washington stepped into a role that was up to him to define. In a world accustomed to having monarchs as rulers, he set an example of how to serve the nation through consensus building and compromise rather than through executive authority. His decision to serve only two terms and how he assembled the first cabinet set precedents that continue to this day.*


**What are your personal qualities that make your leadership style authentic and inspiring?**

**How do you encourage leadership within all ranks of your company?**

The background of the image is a wooden bookshelf filled with numerous books, likely legal or historical in nature. The books are arranged on several shelves, with some spines visible. To the left of the bookshelf, there is a decorative wall panel featuring a crest with a bird (possibly an eagle or phoenix) perched on top, and a shield below with three stars. The crest is ornate and appears to be made of metal or wood. The overall setting suggests a library or a study.

This exclusive, not-to-be-missed executive event will take you inside of Washington's mind and enable you to apply his leadership lessons to the plumbing manufacturing workplace and business environment. Your personal exploration into Washington's leadership ability will allow you the time to reflect and explore new leadership strategies, understand the qualities of authentic leadership, and gain new insights into how to inspire others.

During a special hour-long, interactive experience, you will have the unique opportunity to "Be Washington." Faced with the same information and choices as Washington, you will use your own judgment to decide what to do in each situation. Each scenario will be followed by facilitated discussion about the historic example and contemporary leadership principles.



*George Washington was a planter who initially planned to make his fortune by cultivating tobacco. He found that turning a profit from this labor-intensive crop was difficult due to duties, taxes and other expenses. As a result, he began to diversify his plantings, starting with wheat and eventually producing 60 different kinds of crops. He began crop rotation, expanded compost and fertilizer preparation, and cross-plowed to achieve erosion control. The diversification of his crops and implementation of the latest farming techniques greatly expanded his growth opportunities.*

**How is diversity, equity and inclusion within your company creating new opportunities?**

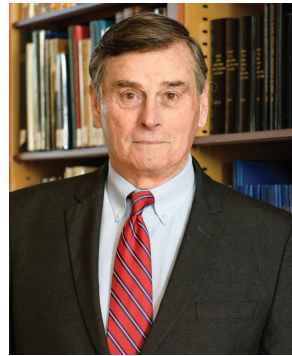
**How can sustainability practices improve business operations and open the door to new markets?**

Designed with the specific challenges facing the plumbing manufacturing industry in mind, this exceptional value for you and your company will also provide the chance to renew relationships and dialogues with industry peers. Together, you will learn high-level leadership lessons that will be useful and powerful in the months and years ahead.

You also will experience several delightful surprises over the course of the day, all guaranteed to add to your knowledge and appreciation of the founder of our country.

Dr. Peter Cressy and Heather Soubra will lead the forum.

Dr. Cressy is the director of executive leadership programs at the institute. Having an Ed.D. in organizational development focused on decision making and leadership, he served 28 years in the United States Navy in command and senior staff positions, followed by eight years in higher education as a college president, university chancellor, and tenured professor of management. He later served 16 years as the president and CEO of the Distilled Spirits Council trade association.



A member of the institute's faculty, Soubra translates George Washington's approach to leadership strategy into tangible leadership practices for today's leaders. Her instruction incorporates practical tools and resources that can be used immediately for the benefit of your company. As the former senior vice president, strategic initiatives, at the International Dairy Foods Association, she has experienced firsthand the challenges and opportunities faced by leaders in a complex organization.



## **Gain leadership insights from America's first president – register today!**

Your participation in the PMI CEO Thinking Forum will include the full day's program, a welcome reception beginning at 6 p.m. on Sept. 7, lunch and dinner on Sept. 8, and transportation between Mount Vernon and The Alexandrian hotel, where PMI has arranged a courtesy room block for both evenings. The hotel is located in historic Old Town Alexandria, a short distance from Reagan National Airport and Mount Vernon.

The registration fee is \$1,049 until August 1 and \$1,299 afterwards. To register, or for more information, contact Jodi Stuhrberg, PMI's director of programs and administration, at [jstuhrberg@safeplumbing.org](mailto:jstuhrberg@safeplumbing.org), 847-481-5500, ext. 107.

Be part of this exciting journey and exploration of Washington's enduring leadership, timeless principles, and lasting importance to our nation!



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