

# Our History

Leadership Denison was founded in 1983 by then Mayor Ronnie Cole and continues to enjoy a stellar reputation as a program of the Denison Area Chamber of Commerce. Since it's beginning, Leadership Denison has graduated over 500 leaders for Denison and the Texoma region.

# Our Mission

The program is dedicated to educating, developing and empowering current and future leaders for the community and motivating them to serve civic, charitable and business organizations. Candidates develop friendships and become part of an ever-growing network of community leaders who can be life changing. Leadership Denison graduates currently serve in numerous elected positions and serve on civic boards throughout the region.



APPLY NOW

**LEARN** leadership skills and vital information about the community that will connect you with the resources you need to succeed.

**NETWORK** with a community of contacts while developing life-long business friendships.

**EXPERIENCE** the community through the varied monthly programs.

## Making a long-lasting positive impact on Denison and the Texoma area.

*"Participating in Leadership Denison truly had a positive impact on me. I learned the special qualities that make Denison stand out as a city, developed valuable leadership skills and created long-lasting connections."*

*Kaylan Webster, Texoma Medical Center*



## Teamwork

**Coming together is the BEGINNING**  
**Keeping together is PROGRESS**  
**Working together is SUCCESS**



## GET IN TOUCH

Ready to join Leadership Denison?



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*BECOME THE KIND OF LEADERS WHO PEOPLE WOULD FOLLOW VOLUNTARILY; EVEN IF YOU HAD NO TITLE OR POSITION*

# LEADERSHIP DENISON

**Class of 2025**

**42 YEARS OF EXCELLENCE**

A program of the  
Denison Area Chamber of Commerce  
presented by



A Service of Texoma Medical Center

## Applicant Requirements

When participants are selected, it is with an eye toward diversity to encourage a collaboration of ideas and viewpoints. Leadership Denison is not a starting point, but rather a professional development opportunity for individuals who are both acknowledged and aspiring leaders. All candidates should demonstrate:

- A passion for the people and future of Denison and a personal commitment to help improve the quality of life in the Texoma Area.
- A demonstrated commitment to the community through past and current activities.
- A capacity for leadership within their own organizations through significant achievements.
- A willingness to commit the time and energy necessary to complete the program requirements, which requires full support of their organization.
- A commitment to supporting the continuation of leadership in Denison and the Texoma area.
- A willingness to accept leadership roles within civic, charitable and community organizations.

## Participation Requirements

Selected candidates must commit to the following requirements:

- Mandatory attendance at Meet & Greet, Retreat and Graduation.
- Attendance at ALL class days, with the allowance of one absence.
- Full participation - breaks are provided to allow for checking of email and messages.
- A commitment to be on time, respecting the time of other candidates and presenters.

## Our Advisors

Dr. Molly Harris, Education Advisor

John Akers, History/Tourism Advisor

Tiffany Barney, Economic & Workforce Advisor

Amy Lay, City Advisor

Julie Lollar, County Advisor

Katie Eubank, Social Services Advisor

Hope Baxter, Healthcare Advisor

Ronnie Cole, Class Advisor

Diana Theall, Leadership Denison Advisor

**For 2025, we MAY have an OPTIONAL trip to Austin with cost-sharing for those who choose to attend. More information will come later in the year.**

## Benefits and Value

Participants will grow in awareness and understanding of the challenges and issues facing the Denison community.



### For Participants

Leadership Denison participants benefit from a broad-based education about the community while developing a valuable communications network among civic, business and educational leaders. They develop the personal and professional skills that increase their effectiveness within their community and business environments.



### For the Community

Both Denison and Texoma benefit from the development of a source of high-quality leaders with broadened perspectives prepared to address issues critical to Denison's future. The success of the program can be measured by the number of Leadership Denison graduates who currently serve the community in volunteer, elected and appointed positions.



### For the Business Community

Businesses whose employees participate in Leadership Denison benefit not only from the graduates' newfound knowledge of the city's inner workings, but also from the development of the personal skills that increase their effectiveness in a professional environment.

## The Curriculum

### Retreat

Participants begin the program by attending a full-day retreat which familiarizes them with the program. They engage in team building exercises, Strengths Assessment and examine leadership styles.

### Tourism & History

Participants learn about the history of Denison and how it came to be the great city it is today. They learn why our history is a huge asset to our community, what guides tourism to our area, and why it is important to our success.

### Economic & Workforce Development

Denison Development Alliance leads this full-day offering a "deep-dive" into why Denison is a great place to bring business. Workforce trends and issues facing businesses are discussed along with tours of various facilities.

### City/County/State Government

Leaders from our city, county and state give participants a first-hand look at how our government functions and how each organization works together for the benefit of Team Denison. They hear from leaders and elected officials and attend a Denison City Council meeting and the Grayson County Commissioners Court, if possible.

### Social Services

Participants gain an understanding of the various entities that serve the social needs of our community and how the agencies are crucial to our success. They visit several non-profits and learn about their services and learn what it takes to serve on non-profit boards.

### Healthcare Services

Participants learn about issues facing the healthcare industry and how Denison and the Texoma area are leaders in innovation and technology, leading the industry with the most up-to-date equipment and procedures.

### Education

Participants visit Denison ISD and Grayson College and participate in discussions with educational leaders about common issues and challenges facing their institutions. They learn about the ever-changing and advancing opportunities for our youth residents.

### Project

On Saturday March 21st, 2025 the class joins the City of Denison at "The BIG EVENT." A community-wide day of service, the Big Event volunteers join forces to help residents and business with outdoor cleanup and projects. Learning the value of giving back is one of the key components of Leadership Denison.