



A collage of 15 hexagonal images arranged in a grid-like fashion, showcasing various activities and group photos from the 2019-2020 season. The images include: a group of five women wearing hard hats; a group of people in a kitchen setting; a group of people standing in front of a large, dark, abstract sculpture; a man presenting to a group in a classroom; a group of people standing in front of a large, white, classical building; a group of people in a meeting room; a group of people in a field; a group of people in a kitchen; a group of people in a field; a group of people in a meeting room; a group of people in a field; a group of people in a meeting room; a group of people in a field; and a group of people in a meeting room.

LEADERSHIP SANTA ROSA CLASS 43

PROGRAM DESCRIPTION & SELECTION CRITERIA

Leadership Santa Rosa is an educational program that provides participants with what many call a “Master’s Degree in Sonoma County.” The following information is intended to give you an overview of the LSR program and to help you prepare for the application process.

PURPOSE AND DESCRIPTION

The purpose of the Leadership Santa Rosa program is to identify, develop, and equip effective community leaders who will help create and support a spirit of cooperation for the resolution of future community challenges. The program is designed to meet these challenges through a two-year series of experiences, including retreats, ten full-day sessions with community “movers & shakers,” and planning the topic-day sessions for the next class. Exposure to pertinent issues, broad thinkers, and the richness of Sonoma County is intended to:

- Educate future leaders about a broad range of current community needs and concerns.
- Encourage informed individuals to serve in leadership roles benefiting the community.
- Enhance community leadership, communication, and management skills.
- Develop leadership skills by planning the LSR experience for the following year’s class.

The Leadership Santa Rosa class will include participants from business, government, and community service organizations.

SELECTION CRITERIA

Selection of candidates for the LSR Class 43 program will be judged on the following criteria:

- Complete and detailed answers provided on the written application.
- The post-application interview.
- Demonstrated active participation and leadership in professional and/or community organizations.
- Current active employment or clearly demonstrated active community involvement.
- A strong personal desire for community involvement.
- Ability to commit to the first-year, ten-month Leadership schedule of retreats and monthly sessions.
- Commitment to plan and attend two or more days for LSR Class 44 during 2027-2028.
- Ability to commit to attend the year-two leadership session during 2028.

In summary, ideal candidates will be selected on how they have demonstrated active personal involvement in community affairs and have taken personal responsibility and initiative in addressing one or more specific community needs. Such individuals may be emerging or established leaders in any arena. The experiences of these individuals are in contrast to passive, dues-paying membership in organizations. The objective of the program is to enhance the ability of these individuals to serve their community by increasing both their knowledge base and their contacts list.

SELECTION FOR LEADERSHIP SANTA ROSA IS A TWO-STEP PROCESS: Following the application deadline, applications are reviewed, and if selected, applicants will be invited to an interview conducted the weeks of September 28 & October 5. Final selection will be based on the information furnished by you on the application and in the 20 minute interview. Both are considered in determining final selection.

NOTE: Because of the program’s commitment to creating a diverse mix of participants and the limited class size (30-35), it may not be possible to interview all applicants. We encourage past applicants to apply again.

The application period opens on August 25, 2026 and closes at midnight on September 14, 2026. All applicants will be notified of their status by October 30, 2026.



QUESTIONS? PLEASE CONTACT
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LEADERSHIP SANTA ROSA CLASS 43

PARTICIPATION SCHEDULE

There will be a reception November 17, 2026 at 5:30pm to welcome the new class.

Participation in the LSR Class includes **MANDATORY ATTENDANCE** at:

- A two-day retreat and orientation to be held January 14-15, 2027.
- At least eight of the ten full-day sessions, all held on a Thursday. More than ½ hour missed for any program day will count as a ½ day. *(Note: Supplementary "pre-tours" and activities are offered in advance of each session. These tours are highly recommended.)*
- The year-one retreat that will be held on October 28, 2027.
- The full-day year-two leadership session on May 25, 2028.
- Planning and attendance at two or more full days for LSR Class 43 during 2027-2028.
- Graduation in 2027 on October 26, 2028.

2026/2027/2028 SCHEDULE	
2026	
November 17, 2026 at 5:30pm	Welcome Reception
2027	
January 14-15, 2027	Two-day Overnight Retreat
January 21, 2027	Arts & Culture Day*
February 18, 2027	Government & Politics Day*
March 18, 2027	Housing & Community Development Day*
April 15, 2027	Criminal Justice & Public Safety Day*
May 20, 2027	Agriculture Day*
June 17, 2027	Natural Resources & Sustainability Day*
July 15, 2027	Business & Economy Day*
August 19, 2027	Health & Human Services Day*
September 16, 2027	Tourism & Hospitality Day*
October 21, 2027	Education Day*
October 28, 2027	Year-End Retreat
2027 - 2028	
Dates TBD	10-16 planning meetings and attendance at two LSR days
2028	
May 25, 2028	Leadership Year-Two Session
October 26, 2028	Graduation

* Please note that program day topics may be subject to rearrangement.



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LEADERSHIP SANTA ROSA CLASS 43

TUITION, SCHOLARSHIPS & APPLYING FOR LSR

TUITION

Tuition for Chamber members is \$3,400; non-member tuition is \$4,900.* Tuition is due by December 1, 2026. An employer, other sponsor, or the participant may pay the tuition. Tuition will not be refunded if the selected applicant is unable, for any reason, to complete the program. Cost includes expenses for the beginning retreat, monthly program expenses, year-end retreat, year-two program days, and graduation.

TUITION COST & DUE DATE		
MEMBER	NON-MEMBER	Due Date
\$3,400	\$4,900*	December 1, 2026

*To be eligible for member pricing, an organization must have been a member in good standing for the 12 months prior to application.

SCHOLARSHIP REQUEST

Each year, the Leadership Santa Rosa Alumni Association (an independent 501c3 nonprofit organization) makes a limited amount of funds available to Leadership Santa Rosa participants in need of tuition assistance. Applicants may apply for tuition assistance by submitting a Request for Scholarship Consideration form when completing the program application. All scholarship request forms will be reviewed and considered by the LSR Alumni Association.

Scholarship award amounts are based on the number of requests received by, and funds available from, the LSR Alumni Association. The maximum scholarship amount is \$775.

A criterion for scholarship is a demonstrated financial hardship that would prevent a selected candidate from participating in the program. Candidates employed by large, private-sector companies are typically not eligible for assistance. Candidates who are employed in the nonprofit sector or are self-employed are given priority for tuition assistance.

Application for tuition assistance is not considered in the selection process and is confidential. Acceptance into the program does not mean a scholarship has been awarded. Scholarship applicants will be notified of the status of their request by November 6, 2026.

SCHOLARSHIP REQUEST FORMS MUST BE RECEIVED BY THE APPLICATION DUE DATE, MONDAY, SEPTEMBER 14, 2026.

TO SUBMIT A SCHOLARSHIP REQUEST, VISIT [SANTAROSAMETROCHAMBER.COM/LSR](https://santarosametrochamber.com/LSR).

APPLYING FOR LSR

Thank you for your interest in the Leadership Santa Rosa program and for your care in completing the application. The written application is the most important step in the selection of participants. **IT IS HIGHLY RECOMMENDED** that you review the application questions on the following page and pre-write your responses as some may be lengthy. All applications will be handled in the strictest confidence.

For your application to be considered, **IT MUST BE SUBMITTED ELECTRONICALLY THROUGH THE LINK AT [SANTAROSAMETROCHAMBER.COM/LSR](https://santarosametrochamber.com/LSR)**. Applications received in any other manner will not be reviewed by the selection committee.

APPLICATIONS ARE DUE BY MONDAY, SEPTEMBER 14, 2026.

TO APPLY FOR LSR, VISIT [SANTAROSAMETROCHAMBER.COM/LSR](https://santarosametrochamber.com/LSR).



LEADERSHIP
SANTA ROSA
SANTA ROSA METRO CHAMBER

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LEADERSHIP SANTA ROSA CLASS 43

CONFIDENTIAL APPLICATION QUESTIONS

COMMUNITY SERVICE AND INVOLVEMENT

- 1-3. List in order of importance to you, your community involvement activities. Please name each organization or agency you have served through participation or membership. Include a description of your activity, responsibilities, accomplishments, any awards/recognitions received, and the dates of your involvement. Community involvement may be demonstrated in, but not limited to, educational, youth, business, community, religious, social, athletic, and professional organizations.
4. On average, how many hours per month do you currently devote to community activities?
5. How did you decide what activities to be involved in?
6. What do you consider to be your most important accomplishment in one of the listed organizations?

GENERAL QUESTIONS

- A. Leadership can mean many different things. What personal, professional, or community achievement best exemplifies your leadership role? How did that achievement utilize your leadership skills and what did you learn from it?
- B. What community issue or problem do you believe needs more attention and leadership? Describe the process that you believe should be used to reach a successful solution. Identify obstacles that will need to be overcome.
- C. What attributes, strengths, skills, and personal uniqueness would you bring to the group of 30-35 participants selected for this Leadership Santa Rosa class?
- D. What do you hope to gain from and how do you expect to use your Leadership Santa Rosa experience?
- E. What additional information would you like us to know (e.g., family, hobbies, recreation, etc.)?
- F. How did you learn about the LSR program?

PARTICIPANT AGREEMENT

I/We understand the importance of participation as outlined, and if selected to participate, will commit the work release time and meet the requirements. I/We also understand that the selection process is competitive and submission of this application does not necessarily ensure acceptance. **ANY PARTICIPANT WHO MISSES MORE THAN TWO SESSIONS OR THE EQUIVALENT THEREOF WILL BE ASKED TO RESIGN AND WILL NOT RECEIVE A TUITION REFUND.**

PARTICIPATION IN LSR CLASS 43 INCLUDES MANDATORY ATTENDANCE AT:

- A two-day retreat and orientation to be held January 14-15, 2027.
- At least eight of the ten full-day sessions, all held on a Thursday. More than ½ hour missed for any program day will count as a ½ day. (Note: Supplementary "pre-tours" and activities are offered in advance of each session. These tours are highly recommended.)
- Year-end retreat held on October 28, 2027.

YEAR 2 COMMITMENTS INCLUDE MANDATORY ATTENDANCE AT:

- Planning sessions for, and attendance at, two or more full program days for LSR Class 44.
 - Must assist in planning at least two program days
 - Must attend at least 80% of the planning committee meetings (could include Zoom opportunities)
 - Must attend at least 50% of each day planned.
- Attendance at the year-two leadership session on May 25, 2028.
- Graduation on October 26, 2028.



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