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1989 The Promotion Begins: Over 100 people submitted applications to be a part of the inaugural LLB class. After long interviews and much debate, 30 were chosen for the first class that began October 1989.



Leadership Team: Patti Mitchell is selected as Executive Director, Peter Ridder is Board Chair, Vance Caesar and Regina Rushing (Maguire) are curriculum chairs.



1990 First Class Graduation: Notice to the community that Leadership Long Beach has arrived. Photos with titles and companies for the 30 graduates reflect the diverse class with a mix of business and community professionals ready to contribute their leadership skills to the city.



First Alumni Chair: Dean Keller (LLBI '90) serves as the first Alumni Council Chair.

1992 First LLB Alumnus Executive Director: Norm Reed, LLBI '91, is



named Executive Director of LLB. Reed served from 1992 to 1995 and served Long Beach in different levels and capacities before and after his time as ED. Reed was tragically killed in a car accident in February 2001.

Gov. George Deukmejian And Mayor Beverly O'Neill Discuss Leadership

Beverly O'Neill grew up in the Long Beach public school system, starting from the Long Beach Day Nursery to her graduation from California State University, Long Beach. She earned a doctorate from USC and had a 31-year career with Long Beach City College, five of which she served as college president. O'Neill is Long Beach's only three-term, citywide elected mayor. She was initially elected in 1994, re-elected in 1998 with nearly 80 percent of the vote and, as a write-in candidate, re-elected to a third term in 2002.

After a short period as a private practice attorney in Long Beach, George Deukmejian entered politics with his election to the state assembly in 1962. Four years later, Deukmejian was elected to the California Senate. He was elected majority leader of the state senate in 1969, and a year later ran for attorney general where he finished fourth in the Republican primary. In 1978, Deukmejian won the election for attorney general and served until 1983. In his last year as attorney general, Deukmejian ran for and won the office of the Governor of California. He served as the state's 35th governor until 1991. Upon retirement, Deukmejian returned to practicing law for nearly a decade.

Governor Deukmejian and Mayor O'Neill serve on the Honorary Board of Governors for Leadership Long Beach. As distinguished leaders, role models and long time residents of the city, we asked them to share their thoughts on leadership.

LLB: Governor, how do you define leadership?

Deukmejian: Leadership is the effective articulation of goals that will encourage those involved in an organization or community to achieve their own goals and result in an improvement of their lives and that of their family or others in their group.

LLB: Why is leadership development needed?

Deukmejian: Without leadership, members of any group would have no common goals and would not be able to achieve much, if anything.

LLB: Tell us a little bit about your experience in leadership. What significant leadership roles have you held?

Deukmejian: I chose to become involved in the political arena to provide everyone with the opportunity to achieve their individual goals, including those of their families and community. I sought and was elected to various positions of leadership in the government to enable me to serve the public and create more opportunities for everyone.

LLB: What principles of leadership do you feel helped you in those leadership roles?

Deukmejian: Principles of leadership include trust, integrity, hard work, respect for everyone, including those who disagree with you, and a willingness to consider compromises.

LLB: Describe the significance of leadership in building community.

Deukmejian: Virtually everyone is engaged in activities to improve their lives and those in their families. They don't have the time or the means to gather and analyze all of the facts on most important issues. Therefore, they follow leaders they trust, to develop and articulate responsible policies and positions that represent their views.

LLB: Why is Leadership Long Beach important to the community?

Deukmejian: Leadership Long Beach gives interested individuals the opportunity to learn more about the facts, issues and consequences of various actions enabling them to become leaders in our community who can be trusted to represent and lead others.



LLB: Mayor, how do you define leadership?

O'Neill: Leadership means inspiring others to commit their energy to a common purpose. If you can't do this, you do not have a team. This takes working with people in a positive way. A boss can tell you what to do; a leader inspires you to do it.

LLB: Why is leadership development needed?

O'Neill: Leaders cannot have power by themselves. Leadership development is needed. It is a skill. This is why Leadership Long Beach is so important for our community. Training leaders that understand our city.

LLB: Tell us a little bit about your experience in leadership. What significant leadership roles have you held?

O'Neill: I have been so lucky in the positions I have had: president of Long Beach City College and mayor of the City of Long Beach. These are positions where I could feel total commitment. In both positions, I have worked with people who were eager to use their talents for a cause.

LLB: What principles of leadership do you feel helped you in those leadership roles?

O'Neill: It's surprising how much you can accomplish when you don't care who gets the credit. Leadership is action, not a position.

LLB: Describe the significance of leadership in building community.

O'Neill: Two quotes:

"Any decent society must generate a feeling of community – Community affects loneliness – It gives people a virtually necessary sense of belonging." – Alvin Toffler

"In some measure what we think of as failure of leadership on the contemporary scene may be traceable to a breakdown in the sense of community." – John Gardner

LLB: Why is Leadership Long Beach important to the community?

O'Neill: Leadership in Long Beach, as in any large city, is important for any person who makes decisions that affect others. A leader's ambition is first and foremost for the city and not themselves. The wider the community of your heart – the wider the community around you. In Leadership Long Beach, you learn to understand your city. You learn to develop leadership skills, and apply them for the future and the betterment of our community.

LLB: Is there anything else you would like to add?

O'Neill: We should all do our share to contribute to the welfare and strength of this wonderful city. Our city has all the ingredients to succeed. In assessing cities, people look for qualities of safety, education, housing, jobs, recreation, climate and arts; and we have the ability for excellence in all. Leadership Long Beach helps us to achieve that goal.

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