

## Leadership Greater Washington: A Sound Business Investment

Being able to build and nurture relationships is a key to success for any business. Senior-level executives that participate in Leadership Greater Washington (LGW) become part of a growing network that encompasses every sector of the metropolitan region. Today, LGW is made up of more than 1,200 active members from all walks of life. Through LGW, members:

- **Connect with some of the most influential people in the region**, including corporate executives, small business owners, government and elected officials, and nonprofit leaders;
- **Collaborate on topics and issues that shape the quality of life** in the region—from arts and education to housing and transportation, and
- **Strengthen community** by deepening their understanding of regional needs and concerns, and finding ways that they—and their companies—can make a difference through community service.

The bottom line: being part of Leadership Greater Washington is good for your business *and* your community. **Be part of the region's premier leadership program. For information about how to become part of LGW, contact Mioshi Moses (mmoses@lgwdc.org, 202.777.4493) or visit [www.lgwdc.org](http://www.lgwdc.org).**

### LGW Connection Creates New Business Opportunities, Enhances Results

When Widmeyer Communications needed a construction firm to complete a build-out of their new office space, Principal and Chief Strategy Officer **Margaret Dunning ('09)**, asked the architects to include Turner Construction in the competitive bid process. Dunning had come to know and trust **Drew Langsam ('09)**, a project executive and sustainability director at Turner, during LGW's Class of 2009 and wanted to give his company an equal opportunity to compete for the project.

Turner's green building practices fit well with Widmeyer's goal to create an environmentally-conscious headquarters, and the architect ultimately awarded the job to Turner Construction. **The LGW connection not only enabled Turner to bid for the project, it also helped the project run more smoothly.** "Because of our shared experience in LGW, Margaret and I knew each other well enough to speak very candidly and openly about issues that arose during the project," noted Langsam, "As a result, there was more productive dialogue that resulted in quicker decisions and a sense of comfort about how the job was progressing – on both sides."

### What Top Business Leaders Say about LGW

**Business doesn't operate in a vacuum.** If we want to have workplace policies and practices that attract and retain the best people, we need to know what it's like to live in the region, as a whole. **LGW makes us better employers.**

**On another level, understanding what's going on in the region also makes us better business people.** Through LGW, we gain a better understanding of the needs of our potential customers.

**Barbara Krumsiek ('98)**  
*Chair, CEO & President  
Calvert Group, Ltd.*

**Nothing compares to LGW for the quality of the content or the intensity of the program.** The thing that is so unique about LGW's program is the diversity of people, at every level: industries, ethnicities, jobs, communities. LGW provides access to many people in other fields.

**David Kessler ('05)**  
*Principal  
Reznick Group*

**LGW brings leaders together to find solutions to make our communities stronger.** At PEPCO, we serve customers throughout the District of Columbia and suburban Maryland. LGW gives our executives an opportunity to collaborate with other community leaders in a thoughtful, interactive way.

**Debbi Jarvis ('09)**  
*Vice President, Corporate  
Communications  
PEPCO*