



VIRGINIA
PENINSULA
CHAMBER

Press Release - For Immediate Release

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Virginia Peninsula Chamber and Christopher Newport University Announce Launch of Advanced Leadership Program

NEWPORT NEWS, VA, August 6, 2024 – The Virginia Peninsula Chamber and Christopher Newport University (CNU) announced today the launch of LEAD Higher, a comprehensive, 12-month, advanced leadership program designed to cultivate and enhance leadership skills among emerging leaders in the community.

Applications are open for the inaugural cohort, which will begin in January 2025 and be limited to 25 participants.

The program, developed through a strategic partnership between the Virginia Peninsula Chamber and CNU, will feature one program day per month dedicated to a specific leadership principle. The curriculum blends theoretical knowledge with practical insights, featuring instruction from esteemed CNU professors and engaging conversations with recognized leaders from the Commonwealth's business community.

LEAD Higher builds on the foundation laid by the Virginia Peninsula Chamber's LEAD Peninsula program, although participation in LEAD Peninsula is not a strict prerequisite for this new program. Ideal participants include emerging leaders from the Virginia Peninsula business community, government agencies, non-profit organizations and academic institutions.

"Our goal is to equip participants with the tools they need to drive positive change within their organizations and the broader community," said Chamber President/CEO Bob McKenna. "Partnering with Christopher Newport University to offer this unique and innovative opportunity for emerging leaders really sets this program apart."

Upon successful completion of the program, each graduate will receive a micro-certification, symbolizing their commitment to leadership excellence and continuous professional development.

"This leadership development program illustrates how building the leaders of tomorrow requires academic institutions, business organizations and experienced professionals to come together today to help lead the way," said Bob Colvin, CNU's Vice President for Strategic Initiatives. "CNU is eager to provide educational opportunities to a range of learners and we look forward to welcoming and engaging with the program's first cohort."

Applications for LEAD Higher are available at www.virginiapeninsulachamber.com/lead-higher. For more information about this and other business education programs on the Virginia Peninsula, visit virginiapeninsulachamber.com.

ABOUT THE VIRGINIA PENINSULA CHAMBER:

The Virginia Peninsula Chamber (VPC) serves the cities of Newport News, Hampton and Poquoson; and James City County and York County. VPC is a business association, with over 1,000 members and associates.

The VPC takes a leadership and advocacy position on pro-Peninsula and pro-business public policy positions and issues impacting the Virginia Peninsula business community. The VPC hosts a series of educational, and leadership programs, including the annual State of the City Series; LEAD Peninsula; the IMPACT Peninsula Leadership Forum; Spotlight on the Peninsula; Pink Bag Lunches; and Business Connections, in addition to numerous business roundtables.

The VPC is located at 11850 Merchant's Walk in Newport News. For more information, call 757-262-2000 or email info@vpcc.org. Connect to the VPC online at www.virginiapeninsulachamber.com

ABOUT CHRISTOPHER NEWPORT UNIVERSITY:

Christopher Newport University is proud to be the hometown university for Newport News. With a range of educational programs serving learners of all ages, Christopher Newport is founded on the values of honor, scholarship, service and leadership. CNU's people, programs and facilities are anchored in excellence and that is reflected in its US News ranking as the #1 regional public university in Virginia. Discover more at cnu.edu.

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