

INSPIRED LEADERSHIP

2022 Report of the George C. Marshall International Center



THE GEORGE C. MARSHALL
INTERNATIONAL CENTER
Celebrating 75 Years of the Marshall Plan



*Ethical Leadership Conference at
QTS Headquarters in Ashburn, VA*

Our Work

The History

The Marshall Center was founded in 1989 to restore historic Dodona Manor to the condition it was in when George and Katherine Marshall made it their home in Leesburg, Virginia – a short drive from Washington, DC. We continue to build on our mission to preserve the house, authentically restoring its interiors to reflect how the Marshalls lived and enhancing the beautiful grounds and gardens that surround it. We offer tours from March to December, and our dedicated cadre of docent volunteers share the Marshall story with new generations, bringing history to life. This work provides the foundation for all we do.



Dodona Manor in Leesburg

The Legacy

The Marshall Center works tirelessly to share the powerful example of General Marshall's character with new generations. Throughout 2022, we leveraged the Marshall Plan's 75th anniversary to honor his memory and inspire today's leaders to emulate his example. We also unveiled a new award for ethical leadership named in Marshall's honor, hosted a series of guest speakers and social events and made a fresh commitment to create new spaces to bring his story to life.



Col. Greg Gadson, recipient of the George C. Marshall Award in Ethical Leadership

The Promise

The Marshall Center is constantly innovating to fulfill our motto of "Inspiring Leadership." Our Ethical Leadership Program offers a growing set of educational seminars – built on the solid framework of Selfless Service, Unwavering Integrity and Visionary Leadership. From high school students to corporate executives, we inspire leaders of today and tomorrow to act within a solid ethical framework. We deploy a robust set of communications tools to reach current supporters and inform new audiences of our work.



Small group discussion at Ethical Leadership Conference

Programmatic Highlights for 2022

The History

- **MEMBERSHIP GREW NEARLY 10%**, from 478 in 2021 to 515 in 2022.
- **DODONA MANOR RESTORATION CONTINUED**, including window restoration; restroom repairs; garage and deck repairs and repainting; landscaping improvement; and replanting of the Edwards Ferry Road embankment with native plants and shrubs.
- **VOLUNTEERS PROVIDED SELFLESS SERVICE**, including 34 docents conducting 536 tours and 7 gardeners growing 578 lbs. of vegetables for the local food bank.
- **VISITORS INCREASED BY 26%**, from 1,782 in 2021 to 2,246 in 2022.

The Legacy

- **CONDUCTED MAJOR 75TH ANNIVERSARY EVENTS**, including June 5 Harvard Speech commemoration (more than 200 attendees), Marshall Plan film events (2 sessions, 40 attendees) and Marshall Plan Tree Walk opening (more than 50 attendees, including diplomats from several of the 17 Marshall Plan nations).
- **HELD 1ST ANNUAL MARSHALL AWARD GALA**, generating \$153,755 in support for our Ethical Leadership Program.
- **PRESENTED GEORGE C. MARSHALL AWARD IN ETHICAL LEADERSHIP** to Colonel (U.S. Army, Retired) Greg Gadson.
- **HOSTED NUMEROUS PUBLIC EVENTS**, including Veterans Day, Off Duty Speaker Series, Foreign Policy events and Book Club meetings.

The Promise

- **CONDUCTED 4 FIVE-STAR CHARACTER CONFERENCES** (high school program) for a total of 50 attendees, including a special session for students whose parents serve in the Special Forces.
- **DEBUTED OUR CHARACTER AT WORK SEMINAR** (for emerging professionals), which attracted 3 organizations with 37 total attendees (including from Germany and Latin America).
- **EXPANDED OUR SOCIAL MEDIA REACH:**
 - 404 total social media posts in 2022
 - 4,235 total engagements
 - 440 new followers (a 12% increase from 2021)
 - 1,484 followers on LinkedIn
 - 1,663 followers on Facebook
 - 490 followers on Twitter
 - 423 followers on Instagram



Five-Star Character
THE GEORGE C. MARSHALL
ETHICAL LEADERSHIP CONFERENCE



Character at Work
THE GEORGE C. MARSHALL ETHICAL
LEADERSHIP PROFESSIONAL SEMINAR



*Nobel Peace Laureate
General George C. Marshall*

“The most important factor of all is character, which involves integrity, unselfish and devoted purpose, a sturdiness of bearing when everything goes wrong and all are critical, and a willingness to sacrifice self in the interest of the common good.”



Guests at a recent Off Duty event

These words – from a 1944 letter General George C. Marshall sent in response to a grade-school classroom’s question about what makes a good general – capture the solid foundation of Marshall’s character and his commitment to visionary leadership at all times, on all fronts.

The example set by General Marshall drives our work, inspires our planning and sets a high bar for all we do. It is the bedrock upon which the Marshall Center “brings to life the timeless values of selfless service and unwavering integrity to develop visionary leaders worldwide.”



Marshall Plan Tree Walk

In 2022, the George C. Marshall International Center focused on celebrating the 75th anniversary of his leadership on what came to be known as the Marshall Plan, not as a historical exercise but as a *timeless example of inspired leadership* in action. Throughout the course of the year, we retold the story of American support for European recovery to underscore the need to *preserve that history* for the future.

We reached back to the lessons of this iconic 20th century leader to share the *power of ethical leadership* with new generations. We honored the example Marshall set by creating a new award that recognizes the modern-day leaders who are laboring to *guide our nation and our world* forward with Selfless Service, Unwavering Integrity and Visionary Leadership.

Thomas Greenspon
Chairman, Board of Directors



Thomas Greenspon

