



THE SCHOOL OF LIFE

Everyone can learn a lesson or two from George Martinez

BY GABBY RICHMAN

PHOTO BY CARL SCHULTZ

George Martinez is the executive director of Scottsdale Leadership, and he's giving people in Scottsdale the tools they need to take their roles in the community, their businesses, and their philanthropic responsibilities to a new level.

Scottsdale Leadership is a program founded in 1987 that brings a group of 45 individuals together for a nine-month interactive core program that empowers those people to assist in strengthening their community.

Martinez has always been involved in the field of education in one way or another, but he became the executive director just last May. His goals, he says, are to continuously change and update the core program to keep it relevant, and to also position Scottsdale Leadership as "an indispensable brain trust of 992 alumni," who are willing to be there to inspire and share their expertise with others in the city. He is focused on giving back to the community, and stresses that we all can learn something from one another.

In his free time, Martinez enjoys staying active by biking or hiking, spending time with his daughter, reading, writing, and singing.

Etc.

What is your favorite book? That is very hard to decide, so I'll choose two: *Shakespeare: The Invention of the Human* by Harold Bloom, and *Team of Rivals* by Doris Kearns Goodwin. Both represent two of my passions and role models: Shakespeare and Lincoln.

Why do you love being in the education field? Education is my core because it not only qualifies you to walk through doors of opportunity, but it reveals doors that you never knew existed. Few things are more satisfying than knowing you have helped someone discover this reality. I have learned as much, or more, from my students through the years than they may have learned from me.

What are your most frequented hiking trails? I enjoy any trail anywhere on Piestewa Peak, can be found on Lookout Mountain trails many weekends, and enjoy the Snoopy Rock trail in Sedona very much.