



# North Cross School

## **For Immediate Release**

For more information, contact:  
Whitney Campbell  
Media Relations, North Cross School  
540-989-6641 ext. 303  
[wcampbell@northcross.org](mailto:wcampbell@northcross.org)

## You Have What It Takes To Lead The Way

### *Bittle Porterfield Delivers Leadership Message to North Cross School Boys*

**ROANOKE, VA (April 18, 2013)**— “I challenge each one of you to be the leaders you can be by letting your talents, your knowledge, your principles, and your visions for a better future lead the way,” Roanoke leader and philanthropist, Bittle Porterfield told the assembly of middle and upper school boys at North Cross School. “Leadership begins with self-respect and respect for others. We can have differences of opinion while at the same time relating to others and being open to their ideas. However, never abandon what you know is right.”

Chris Moore, Director of Development and Major Gifts at North Cross School, commented, “All that Bittle said to our boys was exactly what they needed to hear.” Moore continued, “When Bittle quoted Sam Walton saying ‘a good leader inspires people to have confidence in the leader and a great leader inspires people to have confidence in themselves’, I smiled, because that’s exactly what we’re trying to do here at North Cross. We’re growing leaders by building not only competence but also the confidence that will serve each of our students so well in their lives.”

Porterfield stressed that one does not have a title to lead. “A student that stands up to bullying is just as much a leader as the student that leads the SGA. And never be shy to stand up for your rights and the rights of others when you see ill at work.”

Porterfield was a speaker in North Cross’ ongoing Leadership Speaker Series. Liz Holt, Director of the Lower School, leads the program development. Holt schedules speakers throughout the school year to talk to all-girl and all-boy student audiences about leadership. “I want our students to hear from leading members of our community on why they choose to lead, how they lead, and how they make a difference in our community. When we expose our students to our leaders, we are planting seeds and providing models for them to follow. It’s part of our commitment to building character at North Cross.” Previous speakers have included Susan Still, CEO of Hometown Bank, Attorney John Johnson, and former Majority Leader of the Virginia House of Delegates, Richard “Dick” Cranwell, and prominent attorney, Linda Frith.”

Written by David Lake

**About Bittle W. Porterfield, III**

*Mr. Bittle W. Porterfield, III is the current Chairman of the Roanoke Regional Airport Commission, Chairman of the Advisory Board for the Beirne B. Carter Center for Immunology Research at the University of Virginia, and a board member of both the Clean Valley Council and Virginia Foundation for Independent Colleges. Over a number of years, Mr. Porterfield has served as a leader on a variety of civic, educational, arts, and other community organizations. He is married with two sons, received his B.A. from Roanoke College, and M.B.A. from Virginia Tech.*

**About North Cross School**

*North Cross School is an independent, coeducational, college-preparatory day school grounded in a strong liberal arts and science curriculum combined with exceptional co-curricular programs. The academic program, from early childhood through twelfth grade, prepares students to become responsible, successful citizens by encouraging them to explore their interests and develop their talents. The school is located at 4254 Colonial Avenue, Roanoke, VA, 24018. For more information, visit [www.northcross.org](http://www.northcross.org).*