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A VOICE FOR BUSINESS  
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## PLI SCHEDULE FOR MAY 19-21, 2011

### THURSDAY, MAY 19, 2011

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|------------------|---|
| 2:00 – 2:30 p.m. | <b>Attendee Registration Opens</b>  |
| 2:30 – 2:45 p.m. | <b>Welcome and Introductions</b><br>Michael L. Ketchum, President, BusinessForce<br>Jay Galbraith, Vice President, Industry Affairs, SeaWorld Parks & Entertainment   |
| 2:45 – 3:30 p.m. | <b>Overview of the Central Florida Political Leadership Institute Program</b><br>Michael L. Ketchum, President, BusinessForce<br>Christina Johnson, Institute Director  |
| 3:30 – 3:45 p.m. | <b>Break</b>  |
| 3:45 – 4:30 p.m. | <b>The BusinessForce Mission</b><br>Michael L. Ketchum President, BusinessForce   |
| 4:30 – 5:15 p.m. | <b>The Central Florida Political Leadership Experience</b><br>Nancy Robbinson, Member, Orange County School Board, 2008 PLI Class<br>Commissioner Jennifer Thompson, Orange County Commission, 2009 PLI Class<br>Commissioner Sean Parks, Lake County Commission, 2010 PLI Class<br>Mayor Charles Lacey, City of Winter Springs, 2009 PLI Class<br>Commissioner Sarah Sprinkel, City of Winter Park, 2010 PLI Class |
| 5:15 – 5:30 p.m. | <b>Adjourn for Reception</b><br>Walk to Mills Memorial Hall, Galloway Room  |
| 5:30 – 6:30 p.m. | <b>Welcome Reception</b>  |
| 6:30 – 8:00 p.m. | <b>Dinner &amp; Welcoming Remarks</b><br>Mayor Ken Bradley, City of Winter Park, 2008 PLI Class<br>Jacob V. Stuart, President, Central Florida Partnership  |
| 8:00 p.m.        | <b>Adjourn</b>  |



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## FRIDAY, MAY 20, 2011

- 8:00 – 8:30 a.m. Continental Breakfast**
- 8:30 – 10:00 a.m. The Fundamentals of Winning, Targeting and Goals**  
Mark Montini, President, m2M Strategies
- 10:00 – 10:15 a.m. Break**
- 10:15 – 11:15 a.m. Direct Mail Strategies**  
Jon Anderson, Founder and Creative Director, Mad Dog Mail
- 11:15 a.m. – 12:15 p.m. Polling Trends and Topics**  
Neil Newhouse, Partner and Co-Founder, Public Opinion Strategies
- 12:15 – 1:30 p.m. Lunch & Program**  
David Simmons, Florida State Senate, District 22  
Walk to Mills Memorial Hall, Galloway Room
- 1:45 – 3:00 p.m. Power and Influence**  
Dean Craig M. McAllaster, Ed.D., Rollins College Crummer Graduate School of Business
- 3:00 – 3:15 p.m. Break**
- 3:15 – 4:30 p.m. Critical Regional Issues & Resources for Political Leaders**  
Jacob V. Stuart, President, Central Florida Partnership
- 4:30 p.m. Adjourn & Dinner on Your Own**

## SATURDAY, MAY 21, 2011

- 8:00 – 8:30 a.m. Continental Breakfast**
- 8:30 – 9:30 a.m. Social and Earned Media Tactics in Political Communications**  
Christina Johnson, Institute Director; President, On 3 Public Relations
- 9:30 – 10:30 a.m. Securing and Messaging Opposition Research**  
Gary Maloney, President, Jackson-Alvarez Group
- 10:30 – 10:45 a.m. Break**



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**SATURDAY, MAY 21, 2011 (continued ...)**

- 10:45 – 11:45 a.m. Political Fundraising: How to Raise Money in a Recession**  
Gretchen Picotte, Principal, Political Capital LLC
- 11:45 a.m. – 12:00 p.m. Adjourn for Lunch**  
Walk to Mills Memorial Hall, Galloway Room
- 12:00 – 1:30 p.m. Lunch & Program: Television Advertising and Messaging**  
Brad Todd, Partner, OnMessage, Inc.
- 1:45 – 2:45 p.m. Campaign Ethics: How to Stay Legal**  
Mike Ertel, Seminole County Supervisor of Elections
- 2:45 – 3:45 p.m. How to Run and Issues-Based Grassroots Campaign**  
John Wehrung, Political Director, Florida Chamber of Commerce
- 3:45 – 4:15 p.m. Wrap Up**
- 4:30 – 6:00 p.m. Graduation Ceremony & Reception**