



# Ever think you could make a difference?

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A FORCE FOR GOOD GOVERNMENT

## ***“Invitation to Sponsors” 2012 Central Florida Political Leadership Institute***

With the advent of term limits for many elected officials in Florida, the door is open for new, pro-business leaders who want to serve our region’s communities in public office. But will they be ready for the daunting challenges they will face as public officials? And how can we better prepare these political newcomers and our future leaders for a successful campaign and political leadership?

An innovative new program in Central Florida, the *Central Florida Political Leadership Institute*, is receiving national attention for educating prospective local leaders on the basics of political campaigning, leadership skills for effective governing and critical public policy issues. The *Central Florida Political Leadership Institute* is about learning “How to Get into Politics, While Avoiding All the Politics.”

*“We are at a defining point in our region’s history. The decisions our elected leaders are making today ... will shape the future of Central Florida for generations to come. That is why the work we are doing in the Central Florida Political Leadership Institute is so important.”*

Jay Galbraith  
Chair, *BusinessForce*  
SeaWorld Adventure Parks

For an annual investment of \$10,000, you and your company become a sponsor of this exciting movement; that has gained a successful stronghold in Central Florida. Consider this: In just four short years, ten graduates of the *Central Florida Political Leadership Institute* have been elected to public office in five of seven counties in the Central Florida region. Your sponsorship of the *Central Florida Political Leadership Institute* will help build on this momentum of success. And, as a sponsor of the *Central Florida Political Leadership Institute*, you’ll receive special privileges and considerations when it comes to this important effort. Your logo will appear in any and all printed and electronic materials, you’ll be part of the “welcoming team” during the Opening Session and Graduation Ceremonies. Plus, you will be invited to “sit in” on one or more of the sessions to see your investment “at work.” Plus, you will be properly introduced and recognized at the Opening Reception and Dinner, planned for Thursday, May 17, 2012.

### What is the *Central Florida Political Leadership Institute*?

*BusinessForce*, the “Political Action Arm” of the *Central Florida Partnership*, has developed a groundbreaking, non-partisan initiative, uniquely designed to “equip and strengthen” our region’s next generation of elected leaders before they formally choose to run for specific public office by thoughtfully introducing them to the “rough and tumble world of politics.” The *Central Florida Political Leadership Institute* is receiving national attention for educating prospective local leaders on the basics of political campaigning, leadership skills for effective governing and critical public policy issues. For your information, the dates for the *Central Florida Political Leadership Institute* are Thursday–Saturday, May 19–21, 2011.



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Typically, campaign schools are operated by political parties and are designed for declared candidates and current officeholders. The *Central Florida Political Leadership Institute* takes a truly innovative approach by offering a non-partisan program to better equip business and civic leaders who have expressed an interest in becoming political candidates and government leaders. It exposes prospective elected leaders to the political process, regardless of political affiliation. (Application Deadline for the *Central Florida Political Leadership Institute* is Friday, March 23, 2012.)

Many new faces are entering the political arena without a track record or knowledge of how to run a successful campaign. They are coming to *BusinessForce* for support and an orientation on critical regional issues. The *Central Florida Political Leadership Institute* was designed to address these concerns, while identifying and encouraging new leaders who may emerge outside of the normal political party channels.

### What will be the Curriculum for the *Central Florida Political Leadership Institute*?

Hosted by the Roy E. Crummer Graduate School of Business at Rollins College in Winter Park, the *Central Florida Political Leadership Institute* will be held Thursday–Saturday, May 17- 19, 2011. During the *Central Florida Political Leadership Institute*, those fortunate enough to be selected for participation will hear from prominent experts on a broad range of topics – government, media, campaigning, fundraising, ethics and key public policy issues. After graduation, quarterly Mentoring Workshops will focus on timely and relevant campaign management and public policy topics. For your added information, I’ve attached the “Planned Curriculum” for the *Central Florida Political Leadership Institute*.

### Who will guide the *Central Florida Political Leadership Institute*?

Working closely with Michael L. Ketchum, President of *BusinessForce*, will be Christina Johnson, Program Director of the *Central Florida Political Leadership Institute*. Ms. Johnson is Founder and Owner of *On 3 Public Relations* and is one of Florida’s most highly regarded political and public affairs consultants. So you will know, Ms. Johnson has a long-standing relationship with the *Central Florida Partnership*, serving as Director of Project Hometown and our “Lead Consultant,” for *SunRail* (Central Florida Commuter Rail), both important to our Central Florida “family of communities” and both are Regional Priorities of the *Central Florida Partnership*. “We are delighted to have Christina sign on with us for the *Central Florida Political Leadership Institute*,” said *BusinessForce* President Michael L. Ketchum. “Her professional credentials are impressive and she, along with the faculty she will assemble, will be an invaluable resource for the participants of the *Central Florida Political Leadership Institute*.”

### What is the Application and Selection Process?

A limited number of emerging leaders from throughout Central Florida are given the opportunity to participate in this ground-breaking program. Participants are selected based on the strength of their applications and personal interviews with a screening committee. Current participants represent a diverse range of business experience, backgrounds and community involvement.



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There is no requirement that applicants be declared candidates in order to be selected for the *Central Florida Political Leadership Institute*. For your information, I've attached an Application for the *Central Florida Political Leadership Institute*.

Ideally, participants are business professionals and community leaders who may be considering elected public service in the future. Application materials are available online at [www.orlando.org/pli](http://www.orlando.org/pli). Completed applications must be submitted no later than Friday, March 23, 2012. A Selection Committee consisting of Investors and Members of *BusinessForce* will review the strength of applications, conduct personal interviews and select twenty-five (25) participants, ensuring representation from a wide range of business, civic and community organizations across the seven-county Central Florida Region.

What is the cost to participate in the *Central Florida Political Leadership Institute*?

There is no “Participation Fee.” The *Central Florida Political Leadership Institute* is made possible through the generous financial support of sponsors, like you, who are committed to “equipping and strengthening” the next generation of elected leaders at local, state and national levels who will guide the future of our Central Florida Region. Will you join us by becoming a Sponsor of the *Central Florida Political Leadership Institute*?

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