



# Ever think you could make a difference?

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## “FAQs”

### 2011 *Central Florida Political Leadership Institute*

#### **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.

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.

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 19-21, 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.

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

Working closely with Michael L. Ketchum, President of *BusinessForce*, will be Christina Johnson, 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*.”



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## **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 the Selection Committee. Current participants represent a diverse range of business experience, backgrounds and community involvement. There is no requirement that applicants be declared candidates in order to be selected for the *Central Florida Political Leadership Institute*.

Ideally, participants are promising young professionals 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 25, 2011. 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.

## **Want to know more about the *Central Florida Political Leadership Institute*?**

Please direct your questions to:

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