

CURRICULUM

CENTRAL FLORIDA POLITICAL LEADERSHIP INSTITUTE

February 26 – 28, 2009

Sponsored By:

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Thursday, February 26, 2009

Rollins College - Mills Memorial Hall, Galloway Room

Holt Avenue
Winter Park, FL 32789

6:00 p.m. **Registration & Reception**

- 6:30 p.m.

6:30 p.m. **Welcome Dinner**

- 8:00 p.m.

Speakers:

Craig M. McAllaster, Ed.D., Dean, *Rollins College Crummer Graduate School of Business*

Jacob V. Stuart, President, *Central Florida Partnership*

Friday, February 27, 2009

Rollins College Roy E. Crummer Graduate School of Business

1000 Holt Avenue
Winter Park, FL 32789

Special Parking Note:

Complimentary Parking will be available at the SunTrust Parking Garage on Lyman Avenue.
Please bring your Parking Voucher each day for Complimentary Validation at Registration.

8:00 a.m. **Continental Breakfast**

8:30 a.m. **Welcome and Introductions**

- 9:45 a.m.

Location:

Crummer Hall, Room 208

Faculty:

Mark Mills, Consultant, *Central Florida Political Leadership Institute*

9:45 a.m. **First Things First: Filing Basics and Resources**

- 10:45 a.m.

Location:

Crummer Hall, Room 208

Faculty:

The Honorable Bill Cowles, Supervisor, *Orange County Supervisor of Elections*

10:45 a.m. **Break**

- 10:55 a.m.

Friday, February 27, 2009 (Continued . . .)

10:55 a.m.
- Noon

Winning Strategies

Location:

Crummer Hall, Room 208

Speaker:

Marian Johnson, Vice President of Political Strategy, Florida Chamber of Commerce

12:15 p.m.
- 1:30 p.m.

Lunch and Program

"The *BusinessForce* Mission"

Location:

Mills Memorial Hall, Galloway Room

Speaker:

Michael L. Ketchum, President, BusinessForce

1:30 p.m.
- 3:00 p.m.

Messaging and Direct Mail

Location:

Crummer Hall, Room 208

Faculty:

Liz Chadderdon, President, The Chadderdon Group

3:00 p.m.
- 3:15 p.m.

Break

3:15 p.m.
- 4:15 p.m.

Insights from Elected Leaders

Location:

Crummer Hall, Room 208

Faculty:

TBD

4:15 p.m.
- 5:15 p.m.

Critical Regional Issues & Resources for Political Leaders

Location:

Crummer Hall, Room 208

Faculty:

Jacob V. Stuart, President, Central Florida Partnership

5:15 p.m.

Reception

Location:

Crummer Lobby

Saturday, February 28, 2009

8:15 a.m. **Continental Breakfast**

8:30 a.m. **Leadership Principles**

- 9:30 a.m.

Location:

Crummer Hall, SunTrust Auditorium

Faculty:

Mark W. Johnston, Ph.D., Alan and Sandra Gerry Professor of Marketing and Ethics, Crummer Graduate School of Business, Rollins College

9:40 a.m. **Opposition Research**

- 10:40 a.m.

Location:

Crummer Hall, SunTrust Auditorium

Faculty:

Gary Maloney, Washington, D.C.

10:40 a.m. **Break**

- 10:50 a.m.

10:50 a.m. **Campaign Simulation: Using Opposition Research**

- 12:00 p.m.

Location:

Crummer Hall, SunTrust Auditorium

Facilitators:

Mark Mills, Consultant, Central Florida Political Leadership Institute
Gary Maloney, Washington, D.C.

Noon **Lunch and Program**

- 1:45 p.m.

Location:

Rollins College, Alford Sports Stadium, McKean Room

Faculty:

Stephen Moore, Senior Economics Editorial Writer, Wall Street Journal; Author; and Contributor, CNBC

1:45 p.m. **Fundraising**

- 2:45 p.m.

Location:

Crummer Hall, SunTrust Auditorium

Faculty:

David Browning, Browning Consultants, Tallahassee, FL

Saturday, February 28, 2009 *(Continued . . .)*

2:45 p.m.
- 4:00 p.m.

Campaign Simulation

Location:

Crummer Hall, SunTrust Auditorium

Facilitator:

Mark Mills, *Consultant*, *Central Florida Political Leadership Institute*

4:00 p.m.

Wrap Up/Mentoring Process

Location:

Crummer Hall, SunTrust Auditorium

Facilitator:

Mark Mills, *Consultant*, *Central Florida Political Leadership Institute*

4:30 p.m.
- 5:00 p.m.

Graduation Ceremony

Location:

Crummer Hall, SunTrust Auditorium

5:00 p.m.
- 6:00 p.m.

Graduation Reception

Location:

Crummer Hall, Lobby