

# CURRICULUM

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## CENTRAL FLORIDA POLITICAL LEADERSHIP INSTITUTE

February 21 – 23, 2008

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## **Thursday, February 21, 2008**

### **University Club of Winter Park**

841 Park Avenue North  
Winter Park, FL 32789

6:00 p.m.  
- 6:30 p.m.

### **Registration & Reception**

6:30 p.m.  
- 8:00 p.m.

### **Welcome Dinner**

#### **Speakers:**

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

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

## **Friday, February 22, 2008**

### **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.

8:45 a.m.

### **Continental Breakfast**

9:00 a.m.  
- 10:00 a.m.

### **Welcome, Introductions and Campaign Simulation Begins**

#### **Location:**

Crummer Hall, Room 223

#### **Faculty:**

**Mark Mills, President,** *Mills Strategic Communications, Inc.*  
*Central Florida Political Leadership Institute Coordinator*

10:00 a.m.  
- 10:45 a.m.

### **First Things First: Filing Basics and Resources**

#### **Location:**

Crummer Hall, Room 223

#### **Faculty:**

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

10:45 a.m.  
- 11:00 a.m.

### **Break**

**Friday, February 22, 2008** (Continued . . .)

11:00 a.m. **Media Coverage of Campaigns and the Sentinel's Endorsement Process**  
- 11:50 a.m.

**Location:**

Crummer Hall, Room 223

**Speaker:**

**Jane E. Healy, Editorial Page Editor, Orlando Sentinel Communications**

Noon **Networking Lunch**  
- 1:15 p.m.

**Location:**

Faculty Club, Rollins College

1:15 p.m. **Winning Direct Mail Strategies**  
- 2:15 p.m.

**Location:**

Crummer Hall, Room 207

**Faculty:**

**Liz Chadderdon, President, The Chadderdon Group**

2:15 p.m. **Diversity Matters: Reaching Out Beyond Ethnic and Cultural Barriers**  
- 3:15 p.m.

**Location:**

Crummer Hall, Room 207

**Faculty:**

**Wendy Grant, President, Grant Consulting**

3:15 p.m. **Break**  
- 3:30 p.m.

3:30 p.m. **Winning Web Ways: Building Grassroots Support through the Internet**  
- 4:30 p.m.

**Location:**

Crummer Hall, Room 207

**Faculty:**

**Shayna Englin, President, Englin Consulting**

4:30 p.m. **Critical Regional Issues & Resources for Political Leaders**  
- 5:15 p.m.

**Location:**

Crummer Hall, Room 207

**Faculty:**

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

**Friday, February 22, 2008** (Continued . . .)

6:15 p.m.      **Networking Dinner**  
- 7:30 p.m.

**Location:**

Bieberbach Reed Banquet Room, Cornell Campus Center, Rollins College

**Saturday, February 23, 2008**

8:30 a.m.      **Continental Breakfast**

8:45 a.m.      **Keys to Successful Fundraising**  
- 9:55 a.m.

**Location:**

Crummer Hall, Room 208

**Faculty:**

**Ann Woods Herberger, President, *The Woods Herberger Group***

10:00 a.m.      **Finance Filings: Minding the Legal Requirements**  
- 10:50 a.m.

**Location:**

Crummer Hall, Room 208

**Faculty:**

**Nancy Watkins, *Robert Watkins & Co.***

10:50 a.m.      **Break**  
- 11:00 a.m.

11:00 a.m.      **How to Turn Polling Into a Winning Strategy**  
- 11:50 a.m.

**Location:**

Crummer Hall, Room 208

**Speaker:**

**John McLaughlin, President, *McLaughlin & Associates***

Noon              **Lunch and Program**  
- 1:30 p.m.      **Reading the 2008 Political Environment Advertising**

**Location:**

Galloway Room, Mills Memorial Hall, Rollins College

**Faculty:**

**Mike Murphy, Founding Principal, *Navigators LLC***

**Saturday, February 23, 2008** *(Continued . . .)*

**Q & A Panel Discussion**

**Panel:**

**Sarah Bascom, Principal, Navigators LLC**

**Liz Chadderdon, President, The Chadderdon Group**

**Shayna Englin, President, Englin Consulting**

**John McLaughlin, President, McLaughlin & Associates**

**Rob Stutzman, Principal, Navigators, LLC**

1:30 p.m.  
- 2:30 p.m.

**Promoting Your Campaign in the Media**

**Location:**

Crummer Hall, Room 223

**Faculty:**

**Sarah Bascom, Principal, Navigators LLC**

**Rob Stutzman, Principal, Navigators LLC**

2:30 p.m.  
- 2:40 p.m.

**Break**

2:40 p.m.  
- 4:15 p.m.

**Leadership Ethics and Negative vs. Positive Campaigning:  
Break-Out Forum, Campaign Simulation and Open Discussion**

**Location:**

Crummer Hall, Room 223

**Faculty:**

**Mark W. Johnston, Ph.D., Professor,**

*Rollins College Crummer Graduate School of Business*

**Moderator:**

**Mark Mills, President, Mills Strategic Communications, Inc.**

4:15 p.m.  
- 4:30 p.m.

**Wrap-Up Forum**

**Location:**

Crummer Hall, Room 223

4:30 p.m.  
- 5:15 p.m.

**Graduation Ceremony**

**Location:**

Crummer Hall, Room 223

5:15 p.m.  
- 6:00 p.m.

**Closing Reception (Mentors invited)**

**Location:**

Crummer Hall Lobby