

Campaign for Leadership

Get Involved Today!

“**Campaign For Leadership**” is a *bi-partisan* program for civic leaders to impart the political knowledge necessary to effectively participate in local government boards and commissions and to run a successful campaign for elected office so they can better govern for the common good.

Participants will learn from prominent elected and appointed leaders, campaign consultants, party officials, and policy experts.

Learn How to Get Involved in Your Community

Benefits of Civic Engagement

What is Civic Engagement and how does it involve you as an individual citizen of Collier County.

Who's Your City?

Receive a descriptive overview of how Collier's Cities work and how to impact their future.

Collier County Government in a "Nutshell"

Learn how the Collier County government system works and how your talents and skills could be used.

Government the Media View

Print, TV, and radio reporters share the "do's and don'ts" for appointed and elected officials.

Boards and Commissions: "The Gateways!"

Learn about the various ways to participate in local government and making your voice heard.

How to Get Elected: The Mechanics

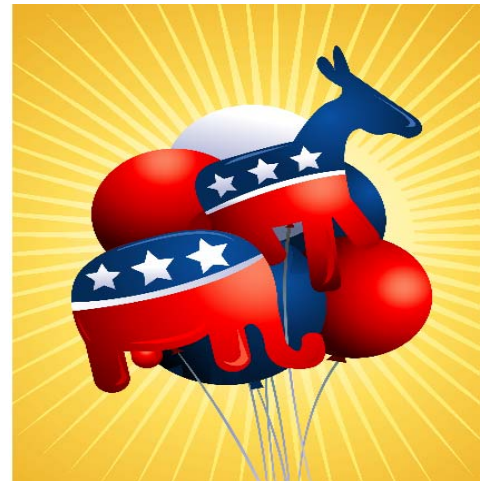
Learn the basic steps of the election process, the necessary parties of Democrats and Republicans, and what it takes to "Win"!

Register Today!

Registration required by Friday April 10th.

Program Tuition is \$60.

Register online at www.napleschamber.org or call #239-298-7926.



Workshop Agenda

Friday April 24th, 1/2 Day Workshop (Lunch, Workshop, and Discussion)

"Florida's Future: a descriptive overview of the opportunities & challenges ahead & Why the Future is us!!!"

Time: 11:45am– 5:00pm

Location: The Chamber of Commerce Building, Lunch at The Collier Athletic Club

Lunch Keynote Speaker: Attorney General of Florida, Bill McCollum

Saturday April 25th, Full-Day Workshop

Keynote Speaker, Panel Presentations, Interactive Conversations

Time: 8:00am– 5:00pm

Location: The Greater Naples Chamber of Commerce Building

2390 Tamiami Trail North, 2nd Floor Community Room

For questions or comments contact Stefanie Cuthbertson at T#239-298-7926 or scuthbscuthbertson@napleschamber.org.

Campaign for Leadership

Program Agenda*

Friday April 24th, ½ Day Workshop (Includes Lunch Presentation)

- 11:45am- 1:00pm **Lunch to feature Keynote Speaker (Introduction by Ed Morton)**
Theme: Florida's Future: A descriptive overview of the opportunities and challenges ahead and why the future is us!
Speaker: Attorney General of Florida, Bill McCollum
- 1:30pm- 2:15pm **Review of Voting Maps and Statistics**
Speaker: Jennifer Edwards, Supervisor of Elections
- 2:15pm- 2:45pm **"Who's Your City?" A Descriptive Overview of Collier's Cities work and how to impact their future.**
Speaker: TBD
- 3:00pm- 3:45pm **Collier County Government: "In a Nutshell: How it works and how to impact its future."**
Speaker: Jim Mudd, Collier County Manager
- 3:45pm- 4:05pm **The Necessary Parties: Democrats and Republicans**
Speaker: Steven Hemping, Chair, Collier County Democratic Executive Committee
- 4:05pm- 4:25pm **Speaker: Carla Dean, Chair, Collier County Republican Executive Committee**
- 4:35pm- 5:00pm Meet your fellow class members

Saturday April 25th, Full Day Workshop (Includes Breakfast and Lunch)

- 8:00am- 8:30am **Registration Coffee**
- 8:30am- 8:35am **Program Agenda Review**
Day Facilitator: Stefanie Cuthbertson, VP of Community Relations The Greater Naples Chamber
- 8:35am- 9:05am **Benefits of Civic Engagement**
Keynote Speaker: Barbara Berry
- 9:05am- 9:25am **Candidate Forums: An Opportunity to Shine**
Speaker: Sandy Parker, League of Women Voters of Collier County
- 9:35am- 10:00am **Supervisor of Elections Office, Rules and Regulations**
Speaker: Dave Carpenter, Supervisor of Elections Office Representative
- 10:00am- 10:35am **Strategic Planning, Demographics**
Speaker: Chuck Mohlke, Fraser & Mohlke Associates, Inc.
- 10:45am- 11:30am **"How Does it Work": The Editorial Board, Editorial Letters and Endorsements**
Speakers: Jeff Lytle and Phil Lewis, The Naples Daily News
- 11:30pm- 12:00pm **Overview of the Sunshine Law**
Speaker: Jon Fishbane, Roetzell & Andress
- 12:10pm- 1:15pm **Luncheon Panel: Government- The Media's View**
Print, TV, and radio reporters share the "Do's and Don'ts" for appointed and elected citizens
Speakers: Phil Lewis (Naples Daily News), Trey Radel (WINK News), and Radio (TBC)
- 1:15pm- 2:15pm **Boards & Commissions: The Engaging Gateways!**
Speakers: Bob Murray, Peter Manion, and Pam Mac'Kie
- 2:25pm- 3:00pm **How to Run A Campaign- The Basic Steps "Marketing, Endorsements, and Fundraising"**
Speaker: Bill Poteet
- 3:30pm-3:45pm **Break- Snack and Beverage**
- 3:45pm- 4:30pm **What it Takes and What it Means- "So You Won, Now What?"**
Speakers: Julie Sprague (School Board), John Sorey (City Council), and Jim Coletta (County Commissioner)
- 4:30pm- 5:00pm **How to Communicate with Reporters**
Speaker: Dolly Roberts, Dbr Marketing, Inc.
- 5:00pm **Wrap Up by Jeff Fridkin, Adjournment**

*Agenda subject to change.