



Chamber Institute for Leadership
Certificate Program
Class of 2017

Thank You to Our Presenting Sponsor:



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Goals: To develop and energize individuals by providing insight and interactions with business, culture and government to affect positive change and enhance personal experiences.

Requirements: Each participant is only allowed one absence during the program to obtain certificate of completion. Please arrive to each seminar 15 minutes early, so we can start promptly at 4:00 pm. If you are more than 15 minutes late, it will count as an absence. Also, Surveys are to be completed, signed and turned in at the end of each seminar. Finally, Institute polo and name badge must be worn to each seminar.

2017 Schedule		
<i>June 8th</i>	Kick-Off Event @ Hotel Zamora	4:00 – 7:00 pm
<i>July 20th</i>	Government Seminar @ County Communications Dept.	4:00 – 7:00 pm
<i>August 17th</i>	Sports Seminar @ Tropicana Field	4:00 – 7:00 pm
<i>September 21st</i>	Arts & Culture Seminar @ Morean Arts Center	4:00 – 7:00 pm
<i>October 19th</i>	Tourism Seminar @ St. Pete/Clearwater Int. Airport	4:00 – 7:00 pm
<i>November 16th</i>	Environment Seminar @ Tampa Bay Watch	4:00 – 7:00 pm
<i>December 7th</i>	Graduation Event @ Grand Plaza Beachfront Resort	4:00 – 7:00 pm

Technology & Social Media: We encourage the use of cell phones, iPads, video and Laptops throughout your entire duration of the program.

A Secret Facebook Group has been created and each of you has been invited.

Use of Twitter and Facebook is highly encouraged. Please keep in mind that we want this done so with the utmost respect for all parties and companies involved. Use #BuyBeachesFirst when posting on social media.





KICK-OFF AGENDA

Thursday, June 8th – 4:00 pm – 7:00 pm

4:00pm – Welcome

4:15pm – Introductions

4:20pm – Learning Who We Are – A better understanding to work together

5:00pm – Inspirational Guest Speaker, Barry Foster – The Corporate Coaching Center

5:30pm – Tour Hotel Zamora

6:00pm – Break

6:10pm – Group Assignments & Group Breakouts

6:30pm – Wrap Up & Social on the Roof





Name: _____

Company: _____

Position: _____

Best Phone #: _____

Email: _____

Getting to know YOU!

Work Life

1. I have been with my company for _____ years/months (Circle One).
2. Typically, my work hours/days are: _____
3. The best way to reach me is (direct business line, cell phone, email, etc.): _____

4. The best time for me to meet up outside of the Institute meetings is: _____

5. City I live in: _____
6. City I work in: _____
7. What seminar are you most interested in-Government, Sports, Arts & Culture, Tourism, or Environment? _____
8. What does being a leader mean to you? _____

Getting to know YOU!

Personal Life

1. What is your favorite restaurant? _____

2. What is your favorite sport/sports team? _____

3. What more do you want out of your career? _____

4. How do you recharge? _____

5. What characteristic do you most admire in others? _____





CHECK LIST

Please make sure you review requirements below

ATTENDANCE:

- Be in your seat and ready to go at 4:00pm; not in the parking lot.
- Any more than 15 minutes late will be counted as an absence.
- Only one absence is allowed. Please notify your mentor of this absence prior.
- Wear class shirt and name tag to each seminar.
- Bring Institute binder to each seminar. Must complete, sign and turn in survey after each seminar.
- Designate a person or persons from your group to take and post at least 10 pictures per seminar and post to the Institute Facebook group.

GROUP PLANNING:

- Work with the highest-ranking person/official available; leaders in the community. (Example: Use CEO, not anyone at company. Use Bay News 9 Anchor Al Ruechel, not a writer from Creative Loafing. Use Mayor, not City Council).
- A reminder email for your designated seminar (date, location, time, agenda, etc.) must be sent to all participants Monday or Tuesday prior to seminar date. Use BCC line for addresses.
Communicate with Doug Izzo beforehand for current participant & Mentor email list
- Each group is assigned a chapter or chapters of the leadership book to present during their seminar. See your mentors for chapter assignment.
- Each group is supplied \$100 per seminar for the group to use how they wish.
(EX: Snacks/drinks, donation, decorations)
Getting additional sponsors for these supplies is highly recommended.
- Each group is required to write thank you notes to speakers, sponsors and venue hosts after their designated seminar.
- Mentors do not plan the seminar. The participants plan their designated seminar.

COMMUNICATIONS:

- CC' Doug@TampaBayBeaches.com on all email communications.
- Complimentary Conference Phone Information:
Dial In Number: 712-775-7031 - Code: 609-019
- Check in with your group following each seminar to ensure everyone is on task.
- Join Facebook group: <https://www.facebook.com/groups/731127776925307/>



Seminar Sponsored By:



Caputo Creative

- SEMINAR 1:** **Government**
- DATE:** Thursday July 20, 2017
- TIME:** 4:00 p.m. – 7:00 p.m.
- LOCATION:** County Communications Dept, 333 Chestnut Street Clearwater 33756
- MENTORS:** Michelle Menke – Caputo Creative, Amanda Cooper – ThinkQuik, Shawn Rae – Colder Green Air
- SPONSOR:** Caputo Creative – (727) 541-7544, www.caputocreative.com
- OBJECTIVES:** To create an interactive seminar that mixes research, case studies and expert advice along with facilitated activities that provide insight and interaction with leaders in this specific area of expertise. Additionally, you will want to affect positive change and enhance personal experiences through the execution of your seminar.
- It is through a mix of these different learning methods that we not only engage with participants, but build relationships as well.
- GOAL:** To equip participants to better understand the challenges and impact our local, county and state officials have for us. Additionally, understand the level of involvement citizens can have and that impact.
- SUGGESTED FORMAT:**
- 4:00 p.m.-4:05 p.m. – Sponsor Speaks
 - 4:05 p.m.-5:00 p.m. – Speaker(s)/Panel/Etc.
 - 5:00 p.m.-6:00 p.m. – Activity/Tour/Etc.
 - 6:00 p.m.-7:00 p.m. – Group Discussion
- SITE TOUR:** County Courthouse & Commission Chambers
- DRESS ATIRE:** Institute Shirt & Name Tag - Business Casual
- SOCIAL:** The group is required to plan an after seminar gathering at a location within close proximity to the seminar.



Seminar Sponsored By:



Caputo Creative

Your comments help improve the Tampa Bay Beaches Chamber Institute each year. Please take a couple of minutes to complete this evaluation form.

Name: _____

Seminar 1: Government					
Thursday July 20, 2017					
<i>Please rate</i>	<i>1 = poor</i>		<i>3 = average</i>		<i>5 = excellent</i>
<i>Presentation</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Speaker's subject knowledge</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Speaker's interaction with audience</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Session length</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Would you recommend the seminar to others?</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Value of information presented</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Did the seminar content match the description?</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Overall group evaluation</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>

1. How will the information gained at this seminar aid you in your work?

2. Please list any speakers you would recommend for future seminars:

3. Additional comments:



Seminar Sponsored By:



- SEMINAR 2:** Sports
- DATE:** Thursday August 17, 2017
- TIME:** 4:00 p.m. – 7:00 p.m.
- LOCATION:** Tropicana Field, 1 Tropicana Drive, St. Petersburg 33705
- LEADERS:** Wendy Kirkwood – TradeWinds Island Resorts, Ashleigh Goettsche – ACN
Denise Macleod – ThinkQuik
- SPONSOR:** iTrekkers Outdoor Adventures - (844) 468-8735, www.trekkers.com
- OBJECTIVES:** To create an interactive seminar that mixes research, case studies and expert advice along with facilitated activities that provide insight and interaction with leaders in this specific area of expertise. Additionally, you will want to affect positive change and enhance personal experiences through the execution of your seminar.
- It is through a mix of these different learning methods that we not only engage with participants, but build relationships as well.
- GOAL:** To equip participants to better understand the varying ways sports generate a positive economic impact while promoting our county.
Understand how sports benefit our local businesses.
- SUGGESTED FORMAT:**
- 4:00 p.m.-4:05 p.m. – Sponsor Speaks
 - 4:05 p.m.-5:00 p.m. – Speaker(s)/Panel/Ect.
 - 5:00 p.m.-6:00 p.m. – Activity/Tour/Etc.
 - 6:00 p.m.-7:00 p.m. – Group Discussion
- SITE TOUR:** Tropicana Field
- DRESS ATIRE:** Institute Shirt & Name Tag - Business Casual
- SOCIAL:** The group is required to plan an after seminar gathering at a location within close proximity to the seminar.



Seminar Sponsored By:



Your comments help improve the Tampa Bay Beaches Chamber Institute each year. Please take a couple of minutes to complete this evaluation form.

Name: _____

Seminar 2: Sports					
Thursday August 17, 2017					
<i>Please rate</i>	<i>1 = poor</i>		<i>3 = average</i>		<i>5 = excellent</i>
<i>Presentation</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Speaker's subject knowledge</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Speaker's interaction with audience</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Session length</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Would you recommend the seminar to others?</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Value of information presented</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Did the seminar content match the description?</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Overall group evaluation</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>

1. How will the information gained at this seminar aid you in your work?

2. Please list any speakers you would recommend for future seminars:

3. Additional comments:



Seminar Sponsored By:



Sean [Moore](#) - 727-455-4768

- SEMINAR 3:** Arts & Culture
- DATE:** Thursday September 21, 2017
- TIME:** 4:00 p.m. – 7:00 p.m.
- LOCATION:** Morean Arts Center 719 Central Avenue, St. Petersburg 33701
- LEADER:** Emily Hillenbrand – Postcard Inn, Bob Schlesinger – Tropical Focus, Sean Moore – Vandyk Mortgage
- SPONSOR:** Sean Moore Vandyk Mortgage – (727) 455-4768, www.vandykfl.com/smoore
- OBJECTIVES:** To create an interactive seminar that mixes research, case studies and expert advice along with facilitated activities that provide insight and interaction with leaders in this specific area of expertise. Additionally, you will want to affect positive change and enhance personal experiences through the execution of your seminar.
- It is through a mix of these different learning methods that we not only engage with participants, but build relationships as well.
- GOAL:** To equip participants to better understand the diversity within the field of Arts & Culture, their business models, and challenges. As well provide insight on the value this topic has on our local economy and its impact.
- SUGGESTED FORMAT:**
- 4:00 p.m.-4:05 p.m. – Sponsor Speaks
 - 4:05 p.m.-5:00 p.m. – Speaker(s)/Panel/Etc.
 - 5:00 p.m.-6:00 p.m. – Activity/Tour/Etc.
 - 6:00 p.m.-7:00 p.m. – Group Discussion
- SITE TOUR:** Morean Arts Center & Chihuly Collection
- DRESS ATIRE:** Institute Shirt & Name Tag - Business Casual
- SOCIAL:** The group is required to plan an after seminar gathering at a location within close proximity to the seminar.



Seminar Sponsored By:



Sean [Moore](#) - 727-455-4768

Your comments help improve the Tampa Bay Beaches Chamber Institute each year.
Please take a couple of minutes to complete this evaluation form.

Name: _____

Seminar 3: Arts & Culture

Thursday September 21, 2017

<i>Please rate</i>	<i>1 = poor</i>		<i>3 = average</i>		<i>5 = excellent</i>	
<i>Presentation</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	
<i>Speaker's subject knowledge</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	
<i>Speaker's interaction with audience</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	
<i>Session length</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	
<i>Would you recommend the seminar to others?</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	
<i>Value of information presented</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	
<i>Did the seminar content match the description?</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	
<i>Overall group evaluation</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	

1. How will the information gained at this seminar aid you in your work?

2. Please list any speakers you would recommend for future seminars:

3. Additional comments:



Seminar Sponsored By:



- SEMINAR 4:** **Tourism**
- DATE:** Thursday October 19, 2017
- TIME:** 4:00 p.m. – 7:00 p.m.
- LOCATION:** St. Pete/Clearwater Int. Airport, 14700 Terminal Boulevard, Clearwater 33762
- MENTORS:** Amanda Page – Sirata Beach Resort, Rosalie Floros – Sirata Beach Resort, Photography, Angela Pless Rae – Mold N More
- SPONSOR:** Tampa Bay Beaches Chamber – (727) 360-6957, www.tampabaybeaches.com
- OBJECTIVES:** To create an interactive seminar that mixes research, case studies and expert advice along with facilitated activities that provide insight and interaction with leaders in this specific area of expertise. Additionally, you will want to affect positive change and enhance personal experiences through the execution of your seminar.
- It is through a mix of these different learning methods that we not only engage with participants, but build relationships as well.
- GOAL:** To equip participants to better understand the varying aspects of the tourism industry and its complete impact on our local and state economy.
- SUGGESTED FORMAT:**
- 4:00 p.m.-4:05 p.m. – Sponsor Speaks
 - 4:05 p.m.-5:00 p.m. – Speaker(s)/Panel/Etc.
 - 5:00 p.m.-6:00 p.m. – Activity/Tour/Etc.
 - 6:00 p.m.-7:00 p.m. – Group Discussion
- SPEAKERS:** (TBD by individual groups)
- SITE TOUR:** St. Pete/Clearwater Int. Airport
- DRESS ATIRE:** Institute Shirt & Name Tag - Business Casual
- SOCIAL:** The group is required to plan an after seminar gathering at a location within close proximity to the seminar.



Seminar Sponsored By:



Your comments help improve the Tampa Bay Beaches Chamber Institute each year.
Please take a couple of minutes to complete this evaluation form.

Name: _____

Seminar 4: Tourism					
Thursday October 19, 2017					
<i>Please rate</i>	<i>1 = poor</i>		<i>3 = average</i>		<i>5 = excellent</i>
<i>Presentation</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Speaker's subject knowledge</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Speaker's interaction with audience</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Session length</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Would you recommend the seminar to others?</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Value of information presented</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Did the seminar content match the description?</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Overall group evaluation</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>

1. How will the information gained at this seminar aid you in your work?

2. Please list any speakers you would recommend for future seminars:

3. Additional comments:



Seminar Sponsored By:



- SEMINAR 5:** **Environment**
- DATE:** Thursday November 16, 2017
- TIME:** 4:00 p.m. – 7:00 p.m.
- LOCATION:** Tampa Bay Watch, 3000 Pinellas Bayway S, Tierra Verde, FL 33715
- MENTORS:** Melissa Faint – Piper Electric, Annie Woods – Center for Cyber Security, Theresa Crane – Duke Energy
- SPONSOR:** Piper Electrical Services – (727) 581-9339, www.piperfire.com/electrical
- OBJECTIVES:** To create an interactive seminar that mixes research, case studies and expert advice along with facilitated activities that provide insight and interaction with leaders in this specific area of expertise. Additionally, you will want to affect positive change and enhance personal experiences through the execution of your seminar.
- It is through a mix of these different learning methods that we not only engage with participants, but build relationships as well.
- GOAL:** To equip participants to better understand what businesses in the region are doing to be more environmentally friendly, conserve resources, energy and run efficiently. As well provide insight on the value this topic has on economic development in the area.
- SUGGESTED FORMAT:**
- 4:00 p.m.-4:05 p.m. – Sponsor Speaks
 - 4:05 p.m.-5:00 p.m. – Speaker(s)/Panel/ Etc.
 - 5:00 p.m.-6:00 p.m. – Activity/Tour/Etc.
 - 6:00 p.m.-7:00 p.m. – Group Discussion
- SPEAKERS:** (TBD by individual groups)
- SITE TOUR:** Tampa Bay Watch
- DRESS ATIRE:** Institute Shirt & Name Tag - Business Casual
- SOCIAL:** The group is required to plan an after seminar gathering at a location within close proximity to the seminar.



Seminar Sponsored By:



Your comments help improve the Tampa Bay Beaches Chamber Institute each year.
Please take a couple of minutes to complete this evaluation form.

Name: _____

Seminar 5: Environment					
Thursday November 17, 2017					
<i>Please rate</i>	<i>1 = poor</i>		<i>3 = average</i>		<i>5 = excellent</i>
<i>Presentation</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Speaker's subject knowledge</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Speaker's interaction with audience</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Session length</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Would you recommend the seminar to others?</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Value of information presented</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Did the seminar content match the description?</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Overall group evaluation</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>

1. How will the information gained at this seminar aid you in your work?

2. Please list any speakers you would recommend for future seminars:

3. Additional comments:



Presenting Sponsor



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Please take a couple of minutes to complete this evaluation form.

Name: _____

Overall Institute Survey					
Thursday December 7, 2017					
<i>Please rate</i>	<i>1 = poor</i>		<i>3 = average</i>		<i>5 = excellent</i>
<i>How would you rate the Chamber Institute overall?</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Was the Institute Challenging?</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Did you make new connections and build relationships?</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Would you want to be on the planning committee next year?</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Would you recommend the Chamber Institute to others?</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>

1. How will the information gained at the Chamber Institute aid you in your work?

2. What was the most enjoyable aspect of the Chamber Institute?

3. What aspect of the Chamber Institute would you change?

4. Additional comments:

