



2012 Program Overview

Leadership is the Foundation. Developing regional leadership is one of the Tampa Bay Partnership's core priorities and the stakes are higher than ever before. While investment dollars are vital, leadership drives the success of our short and long-term objectives. CEO Direct is a program to ensure that we have the leaders engaged to reach our potential.

The Partnership Has a Proven Track Record for Success. Since the inception in 1994, the Partnership has proven to be the region's organization for business attraction marketing, public policy advocacy, research and leadership. The CEO Direct program will engage participants in the Partnership's Regional Model for Prosperity and the four focus areas we are working on including 1) the Regional Business Plan for Tampa Bay; 2) quality places (livable communities & transportation); 3) public policy & advocacy; and 4) a broader advocacy and leadership model.

Your Return on Investment. By participating in the CEO Direct program, you will gain a thorough understanding of how the Tampa Bay Partnership fits into the regional model for economic development and the process for handling regional issues. You will learn from the region's leading executives about the issues affecting our regional economic competitiveness, and be given the opportunity to collaborate, engage, discuss and debate these issues in small group settings with fellow leaders.

Invitation Only. Participation will be limited to 20-25 program participants. Keeping the class to a small group allows for more opportunities to integrate and build relationships with leadership. This program is just the start of your engagement with the Tampa Bay Partnership. Based on your area of interest and time commitment, we have many opportunities to get involved and make a difference in the issues most important to you; we welcome your involvement. Past participants who have thoroughly engaged in the program are now serving in leadership positions within the Tampa Bay Partnership.

Your Commitment. We understand the busy schedules you manage each day as CEOs and Senior Level Management. While we will plan the year with that in mind, we also hope that you will find the time spent with the group valuable, by gaining knowledge from the key influencing leaders in our region and by being able to network with leaders that are genuinely interested in supporting and influencing the regional agenda.

For More Information:

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Tampa Port Authority Boat Tour



Nomination Requirements:

Nominations should be submitted by February 8, 2012. Nominees should be:

- An investor with the Tampa Bay Partnership. Non-investors will be considered as space allows.
- or-
- A representative nominated by an Economic Development Organization (EDO) in the region. The nominee does not have to be an investor of TBP, but should invest in their local EDO.
- A CEO (or highest ranking local executive) or direct report to the CEO of the organization.
- An active program participant with a good faith commitment to attend 75% of all scheduled functions.

Participant Selection:

The program Chair, along with the guidance and input of the president and staff of the Tampa Bay Partnership, will make the final decisions on the nominees accepted for participation. Class size is at the discretion of the Chair, but will be limited to 25 participants.

The following criteria may be considered in the selection process:

- The class has a minimum of one (1) participant from each county represented by the TBP.
- As a benefit of membership, investors of the Partnership will be given preference, but no guarantees.
- CEOs new to the region or interested in learning more about the economic drivers of the region.
- Direct reports to the CEO who have a greater interest in becoming more involved in the region's economic and community development.

Participants will be notified of their selection by February 27, 2012.

Participant Fees:

The Partnership has established a sliding scale fee for participation in the CEO Direct program to cover the costs of administering the program. This includes providing food & beverage during several of the functions, and an appreciation reception at the end of the year.

Participation Fees:

- Investors at the *Market Makers* Level & Above (\$10k+) – no charge
- Investors at the *Advisor* Level & Below (\$5k or less) - \$1,750
- Non-Investors - \$2,500

Additional Costs for All Participants:

Annual Meeting & Community Update Luncheon - \$60/person



Examples of Past Meetings

Quality Places

Tampa Bay Rays

Innovation

A Healthcare Discussion – Pepin Heart Hospital

Human Capital & Engagement

USF – Human Capital & Education

Leadership

Polk County & Lakeland Economic Development

Infrastructure

Tampa Port Authority Boat Tour

Business Development

LEGOLAND

Innovation

IMG Academies - Roskamp Institute

Leadership

University of South Florida

Quality Places

Club Connerton, Pasco County

Innovation

Tampa International Airport

Quality Places

Feeding America Tampa Bay

Innovation

Mote Aquaculture Research Park



2012 Nomination Form

Name:

Position:

Company Name
& Address:

E-mail:

Phone:

Executive Assistant's Name, Phone & Email:

Areas of Expertise (ie. Marketing, Public Policy, Leadership, Research):

What value would you like to receive by participating in this program?

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Please email this form along with your bio & headshot by February 8th to the Tampa Bay Partnership:

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