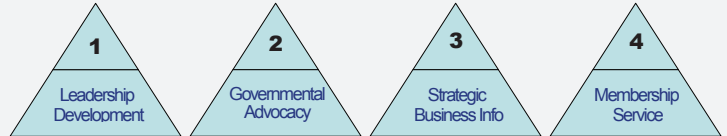


MISSION STATEMENT

The Mission of The Chamber of Southwest Florida is to be a regional business organization that builds leadership as a strategic contribution to the community. We will be strong advocates of our members' interests before government and we will encourage the continuing development of regional infrastructure. We will deliver quality information, services and value to our members that provide a positive contribution to their business.



Four key divisions of program activity, coupled with various governance activities of the Chamber, drive the "business building leadership" mission of the organization.

Company Name: Company President/CEO:	DBA Name: Phone: Fax: E-Mail Address:
Main Company Contact:	Title: Phone: Fax: E-Mail Address:
Secondary Contact Person:	Title: Phone: Fax: E-Mail Address:
Physical Address: City/State/Zip Code:	Mailing Address: City/State/Zip Code:
Company Information <ul style="list-style-type: none"> • Company Website: • # of Full Time Employees or Associates: • Type of Business: <i>(Used as a category guide for Official Membership Directory listing.)</i> • Year business was founded: 	Annual Investment Amount From Schedule on Reverse Side of Application: \$ _____ Signature of Member Applicant ✓ Date of Application ✓

Please fax this page to 239-275-2103 or email to chamberswf@gmail.com.

PAYMENT TYPE: Check Credit Card

Credit Card Type: American Express Visa MasterCard

Credit Card #: _____

Name on Credit Card: _____

Expiration Date: _____ CID Code: _____

Please make checks payable to:
The Chamber of Southwest Florida
5237 Summerlin Commons Blvd., #114
Fort Myers, FL 33907

\$\$\$ 90 Day Money Back Membership Guarantee \$\$\$

We are confident that membership in The Chamber of Southwest Florida is to your benefit. We offer the following guarantee: Attend four member activities or events in the first 90 days of your new membership period and if you are not completely satisfied, The Chamber will cheerfully refund your membership investment. It is very simple. Chamber membership is the wisest business investment you will ever make... or your money back!

Approval of the Board of Directors

I understand that application to The Chamber of Southwest Florida is subject to the approval of the Board of Directors of the organization. Application to the Chamber is conditional upon the demonstration of ethical business practices and the willingness to voluntarily support the mission of the Chamber. Annual investment requires voluntary compliance with the Investment Schedule (reverse side). I agree to keep my annual

membership in good standing and to act in accordance with the policies adopted by the Board of Directors of the Chamber of Southwest Florida. I understand that The Chamber of Southwest Florida is recognized by the Internal Revenue Service as a 501 (c) 6 organization. Payments of membership investment or contributions or gifts to the organization are not deductible as charitable contributions for Federal Income Tax. Payment of annual membership investment may be deductible as ordinary and necessary business expense.

The Chamber of Southwest Florida communicates with its members and other interested parties news of events, meetings, and items of interest via fax and/or email. Application signature is considered authorization to communicate with the referenced company and named contacts via fax and/or email. If you do not wish to receive information via fax and/or email, please advise The Chamber by email chamberswf@gmail.com, fax (239-275-2103) or phone (239-278-4001).



Membership Investment Schedule

General Investors

Employees or Associates Full Time Equivalent	Investment Amount Annually
1 to 15	\$650.00
16 to 30	\$925.00
31 to 75	\$1,200.00
76 to 100	\$1,475.00
101 to 150	\$1,750.00
151 to 225	\$2,300.00

Major Investors Program

All investors from the following four categories receive specific benefits in return for their extraordinary capital investment.

226 to 275	Trustee	\$3,200.00
276 to 450	Advisor	\$5,950.00
451 to 650	Patron	\$11,450.00
651 and more	Steward	\$16,950.00

The Investment Schedule approved by the Chambers Board of Directors, is a tool to calculate minimum investment levels for Member Investors. ***Any member may elect to invest at levels in excess of the minimum investment.*** All investors are required to invest using this schedule for any investment amount above the minimum investment calculation.

Full Time Equivalent may be calculated using 2 *part-time equal to 1 full-time* employee or associate. Independent contractors affiliated with a company are considered employees or associates when calculating using this schedule.

Market Definition: The investment schedule is applied to all operations within the Southwest Florida region including Lee, Collier, Hendry, Glades and Charlotte Counties. Major Investor participants may elect to invest on a county by county basis. Membership is open to any organization actively engaged in business.

The Regional Business Leadership Program: The RBLC is the governmental policy development arm

of the Chamber. Only investors in the top four categories may participate as voting members of the RBLC.

Non-profit community service, human service, charitable or philanthropic organizations may request approval from the Board of Directors to invest at the annual minimum investment rate.

Minority Access Partnership Program: New Investors to the Chamber who represent ethnic minority ownership may invest and receive a second year of membership at no additional cost. Subsequent annual investments must comply with the investment schedule.

The Chamber of Southwest Florida PROGRAM OF ACTION

2010-2011

A Guide to Member Participation & Support of the Regional Business Mission.

“BUSINESS BUILDING LEADERSHIP”

The Chamber of Southwest Florida is a regional business organization that builds leadership as a strategic contribution to the community. We are strong advocates of our member's interests before government and we encourage the continuing development of regional infrastructure. We deliver quality information, services and value to our members that provide a positive contribution to their businesses.

This Program of Action is evidence that the “Business Building Leadership Mission” for this regional Chamber of Commerce is fully owned and operated by the Member-Investors of the organization. Contained in this publication is a short overview and proof positive there is a critical leadership role for a regional business organization in Southwest Florida.

The last few years of dynamic economic change have provided The Chamber with an opportunity to re-focus and re-center the total effort to drive its regional mission. Each working group of The Chamber is focused on delivering a measurable difference of servant leadership, advantages in information,

access and a useful set of relationships that make good business sense in today's economic environment.

Southwest Florida's fifty plus year expansion has grown on the foundation of our great states historic adventurous boom and bust economy. Florida has deep roots of being a place where hopes, dreams and aspirations become realities. The attraction of our state and region to entrepreneurs from across the nation and globe continues as we prepare to look forward at the coming decade.

The Chamber's core leadership through this Program of Action keeps the focus on key elements of what is important

and relevant to our members and the community. Shaping public policy, building community leadership, providing strategic information and service to members drives the regional mission of the chamber as an “agency of change”. As you review this document and hear about our plans for today and the future; we hope you will ask yourself what role you might play in the organization? If you are a member, *we mean business for you!*



2008-2010 Chairman
Fred Edman
Wright Construction Group



2010-2012 Chairman
Richard Lewis II
HSA Engineers & Scientists

The Chamber of Southwest Florida
Business Building Leadership
5237 Summerlin Commons Blvd.
Suite 114
Fort Myers, FL 33907
Phone: 239-275-2102
Fax: 239-275-2103
chamberswf@gmail.com
www.chamber-swflorida.com

2011 BOARD OF DIRECTORS

Betsy Allen
Gaining Results, Inc.

Gary Bull Johnson
Engineering, Inc.

Aaron Farmer
Aaron A. Farmer P.L.

Steven Kushner
Becker & Poliakoff PA

Thomas Mueller
COVANTA

Dilman Thomas
BB&T - Oswald Trippe & Company Inc

Stanley Anderzejewski
Fifth Third Bank

David Cato
Lee Memorial Health System

Todd Gates
GATES

Richard Lewis II
HSA Engineers & Scientists

John Reed
Larson Allen LLP

Joe Wheeler
Wheeler & Associates

David Borden
Barron Collier Partnership

Fred Edman
Wright Construction Group

Robert Koenig
KRAFT Construction Company, Inc.

Cee Cee Marinelli
Barron Collier Companies

Robert Simpson
LeeSar Regional Service Center

Stephen Tirey
Southwest Florida College

CHAMBER LUNCHEONS HOST DYNAMIC SWFL LEADERS

Chamber Luncheons are a great place for members and friends to learn, network and participate in building regional awareness. Each monthly luncheon attracts over 100 guests and is underwritten by members as a way to present an overview of their business and to support the work of The Chamber. The quality of those presenting and those in attendance is unequalled in our marketplace. Take a look at our guests from past luncheon events.



INVESTING IN THE FUTURE



Chairman's Council Members represent the The Chamber of Southwest Florida at community, business and chamber functions and provide extraordinary support to The Chairman & Chamber. These dedicated individuals foster business contacts between members, promote membership functions, assist at Chamber activities and welcome new members to the only regional chamber in Southwest Florida.

GOLD
FLORIDA POWER & LIGHT

SILVER
AARON A. FARMER, PL
WRIGHT CONSTRUCTION GROUP

BRONZE
COVANTA

TITANIUM
AIRPORT MANAGEMENT GROUP
GAINING RESULTS, INC.
CANTEEN GULFCOAST
JAGUAR DATA SYSTEMS, INC.
MUREX PROPERTIES
THE REALTOR® ASSOCIATION
OF GREATER FORT MYERS
& THE BEACH, INC.
WHEELER & ASSOCIATES

EDUCATION, TRAINING, & NETWORKING



Chamber learning activities provide meaningful take-away information. Part of the fun is meeting new associates who are sharing some of the same working challenges as each of us. In addition to our

educational events like the Labor & Employment Law Seminar, The Chamber holds various training events on topics for small businesses such as:

- Business Planning
- Business Banking
- Online Marketing
- Executive Coaching

THE CHAMBER OF SOUTHWEST FLORIDA'S 2010-2011 PROGRAM OF ACTION

This "work plan" has leadership provided by members of the Board of Directors of The Chamber. Volunteer Committee's are made up of members of The Chamber who meet regularly to actualize the goals set forth in the Program of Action. Committees and their Chairmen or Vice Chairmen report regularly to The Board regarding their progress. Activities are planned and executed by committees for the benefit of Chamber members but, open to prospective members of The Chamber. The purpose of the plan, and the activities generated by each working group, is designed to enhance and advance the Mission of The Chamber of Southwest Florida.

MEMBER SERVICES & NETWORKING	GOVERNMENTAL ADVOCACY	STRATEGIC BUSINESS INFORMATION SERVICES	LEADERSHIP DEVELOPMENT
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MONTHLY LUNCHEONS

Chair: Gary Bull;

Vice-Chair: Joe Wheeler

Monthly Events for Members that provide meaningful information, access to community and state leaders, and networking for CSWF Members and prospects.
Net Earnings Goal \$16,000

ANNUAL MEMBER EVENT

Chair: Betsy Allen

Provide an annual event for members providing recognition, networking and fun for the benefit of Chamber members.
Net Earnings Goal \$ 5,000

MEMBER DEVELOPMENT & RETENTION TEAM BOARD COMMITTEE OF WHOLE

Chair: Dilman Thomas;
Vice Chair: Fred Edman

Earnings Goals:
Major Re-New \$121,000
Major New \$19,200
General Re-New \$30,000
General New \$6,500

CHAIRMAN'S COUNCIL

Co-Chairs: Fred Edman & Richard Lewis

Quarterly Meetings of interest and value to Council Members.
Earnings Goals:
Re-New \$21,000.
New \$ 6,000.

QUARTERLY MEMBER NETWORKING EVENTS

Chair: Bob Simpson;
Vice Chair: Cee Cee Marinelli

Provide a regular after hours networking event for members and prospects. Include a "Purchasing Expo" as one of the events.
Net Earnings Goal \$ 10,000.

REGIONAL BUSINESS LEADERSHIP COALITION, ISSUE & POLICY BRIEFINGS

Co-Chairs: Tom Mueller & Dave Borden

(4 to 6 meetings annually)
Topical Sessions with Government & Business Leaders about issues of impact to business.
Membership Open to CSWF Major Investors Only.

REGIONAL COMMUNITY LEGISLATIVE PRIORITIES POLICY ROUNDTABLE

Co-Chairs: Tom Mueller & Dave Borden

Forum to bring regional organizations of strategic value together to discuss and share legislative priorities. Include key community partners. Draft a regional community legislative priorities policy for the CSWF Board.

REGIONAL WATER FUTURES ROUNDTABLE

Chair: Richard Lewis

Forum to bring regional organizations together around the area of water resource. Provide educational events that increase the knowledge of water issues in the region. Provide direct policy input to the Board and to the regional community legislative priorities process. *Membership Open to CSWF Major Investors Only.*

ECONOMIC ROUNDTABLE

Chair: Robert Koenig;
Vice Chair: Todd Gates,
Stanley Anderzejewski

(TWO meetings annually)

Topical economic presentations, personalities, resources and discussions that provide insight and value to participants. Include Latin American conference event.
Net Earnings Goal: \$4,000.

EDUCATION & TRAINING EVENTS FOR MEMBERS

Chair: Aaron Farmer

Provide venues for training and counseling for regional businesses. SBDC Partnership-Counseling & a bi-monthly Event at PEC Fort Myers Coordinate Training Events for and by CSWF Members.
Net Earnings Goal: \$ 5,000.

MEDICAL INDUSTRY & REGIONAL ECONOMY ROUNDTABLE

Chair: Bob Simpson

Provide a forum to build a regional medical industry sector group. Examine Economic Development of medical and related targeted sector cluster development. Develop 8 members by year end 2010. *Membership open to CSWF Major Investors Only.*

LEADERSHIP LEE STEERING TEAM & LEADERSHIP LEE COUNTY PROGRAM

Chair: Betsy Allen

Build Member Steering Team, Market, organize and deploy program. Steering Team Open to CSWF Members Only.
Net Earnings Goal: \$36,000 (30 participants).

LEADERSHIP ALUMNI COMMITTEE

Chair: Betsy Allen

Plan/Implement one or more Alumni Event + Collaborate on Leadership Communications including a 2010-11 Printed Leadership Lee County Alumni Directory.
Net Earnings Goal: \$10,000 (to SWFL Foundation)



Richard Lewis
HSA Engineers & Scientists



Fred Edman
Wright Construction Group



Gary Bull
Johnson Engineering



Betsy Allen
Gaining Results, Inc.



Dilman Thomas
BB&T - Oswald Trippe & Company



Joe Wheeler
Wheeler & Associates



Steven Kushner
Becker & Poliakoff PA



John Reed
Larson Allen LLP



Robert Koenig
KRAFT Manhattan Construction Group



Cee Cee Marinelli
Barron Collier Companies



Robert Simpson
LeeSar Regional Service Center



Todd Gates
GATES



David Cato
Lee Memorial Health System



Tom Mueller
COVANTA



David Borden
Barron Collier Partnership



Aaron Farmer
Aaron A. Farmer P.L.



Stanley Anderzejewski
Fifth Third Bank



Stephen Tirey
Southwest Florida College

THE REGION'S PREMIER LEADERSHIP PROGRAM

Leadership Lee County is dedicated to strengthening and transforming our community by providing an interactive learning experience creating informed leaders who are inspired to serve as community trustees. The program develops a network of informed, capable and willing leaders who guide this community's future and who share a sense of camaraderie and mutual respect.



The popular Leadership Lee County is a 16-week series of community leadership programs designed to develop an informed and pro-active network of trustees from all sectors of Lee County. Historically 30-40 persons graduate from our Fall Program. Established in 1986 Leadership Lee County is a program of The Chamber of Southwest Florida. Since the Charter Class in 1986 more than 1,000 community leaders, executives, public officials, non-profit directors and business owners have become community trustees who work for the improvement of Lee County. Leadership Lee County is an awareness building

and life transforming experience for many. Information about the program is available on the web at www.chamber-swflorida.com.



2010 CLASS ROSTER

- Catherine Bergerson**, Edison State College
Jack Dillon, KRAFT Construction Company
Peg Elmore, Southwest Florida Workforce Development Board
Joanne Hartke, Florida Gulf Coast University
Doreen Herring, REALTOR Association of Greater Fort Myers and the Beach, Inc.
Walter Johnson, Lee County Sheriffs Office
Steven Kushner, Becker & Poliakoff, PA
Richard Lewis II, Ph.D., P.E., HSA Engineers & Scientists
Cee Cee Marinelli, Barron Collier Companies
Neal McAlister, Harry Chapin Food Bank
Chris Nesheim-Plonski, Lee Memorial Health System
Matthew Pusateri, Modern Service for Home & Business
Luis Rivera II, Henderson, Franklin, Starnes & Holt, PA
Christina Harris Schwinn, Pavese Law Firm
Denise Walton, Lee County Electric Cooperative
Julie Workman, The Heights Foundation

THE SOUTHWEST FLORIDA LEADERSHIP FOUNDATION

The Southwest Florida Leadership Foundation has been created to contribute knowledge and leadership that strengthens our regional economy. The mission adopted by its Board states that the foundation "will educate, develop and deploy leadership to serve the community interest now and in the future."



The Southwest Florida Leadership Foundation is providing a collaborative vehicle to support multiple efforts of The Chamber including its Leadership Programs as well as other community outreach activities. This foundation supports a variety of related endeavors to strengthen the individual and collective impacts of several educational, scientific and philanthropic efforts. The Southwest Florida Leadership Foundation is a place to bring traditional chamber and community leaders together under one umbrella on a continuing and supportive basis.

Over the last twenty four months, The Chamber and the Southwest Florida



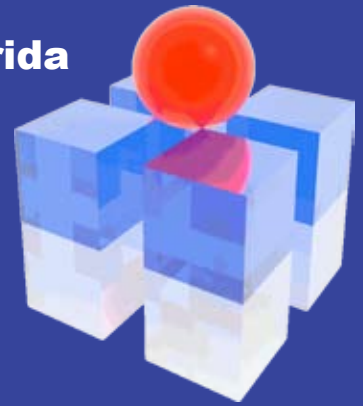
Leadership Foundation have provided over \$40,000. in tuition assistance for the Leadership Lee Programs allowing broader participation at a challenging economic time in our community. Working with each Leadership Lee County Class, the foundation is providing a conduit for giving and class fundraising tied to specific community projects. Projects to build a Sunshade Structure at the Hope House facilities for youth in Fort Myers and playground equipment for Child Care of Southwest Florida and The Salvation Army Edison Avenue Campus are recent projects funded in cooperation with the foundation.





The Chamber of Southwest Florida

The Chairman's Council
Building a Strong Organization



The Council is a voluntary group whose mission is “to provide extraordinary support to The Chamber and The Chairman”. The additional net earnings provided by members of this group will be directed to “working capital debt reduction” and the establishment of a “working capital reserve”. Membership is open to all members in good standing of The Chamber. Investments are *in addition* to annual membership investment in all categories.

FOUNDING MEMBERS

GOLD

Florida Power & Light

SILVER

Aaron A. Farmer, PL

Wright Construction Group

BRONZE

Covanta

TITANIUM

Gaining Results, Inc.

Murex Properties

The Realtor Association of Greater

Fort Myers & The Beach, Inc.

Benefits for All Chairman's Council Members:

The following special benefits are in *addition* to any considerations or membership benefits available to members in good standing of The Chamber of Southwest Florida.

- Quarterly Meetings with Chairman and Key Public Officials Business Leaders (Two luncheons and Two breakfasts)
- Hosting Chairman's Council Events will be limited to members of the Council. Hosting Chairman's Council Events will allow and encourage members to share information about their own organization during the Council event.
- One *complimentary* luncheon seat at each CSWF regular monthly luncheon. (Up to 12 annually. Not to be accumulated or transferred.)
- Recognition/Introduction at all CSWF regular monthly luncheon meeting events.
- Listing of all Chairman's Council Members on CSWF Web Site
- Chairman's Council Plaque and Lapel Pin
- All Members in the First Annual Period of the program will be recognized as “Founding” Chairman's Council Members.
- The first fifteen Founding Members of the Chairman's Council will be featured on the CSWF Web Site and will be provided a full page web site business profile and link to their corporate web site from the CSWF web site.

YEAR ONE = 20 to 25 Founding Members

YEAR TWO = 15 plus Additional Members

YEAR THREE = 10 Additional Members

GOALS

The overall recruitment objective is to develop fifty-plus Chairman's Council Members within 3 years. Members may voluntarily elect to exceed contributions and may negotiate additional benefits in return for exceeding established minimum standards.



The Chamber of Southwest Florida

The Chairman's Council
Building a Stronger Organization



INVESTMENT REQUIREMENTS

Council Members Must Be Investors of The Chamber in Good Standing. Council Members must have maintained or increased total member dues commitment in the prior two business cycles. (Exception is first year members.)

The Chamber requests that each Council Member invests these additional membership dues for three annual installments in addition to the current annual membership dues. The schedule below is to establish "minimum requirements" and additional incentives may be included for companies exceeding the schedule below. Any organization representing two or more Major Investor memberships in good standing with common ownership will be considered an Honorary member of the Chairman's Council.

MEMBER LEVEL	Annual Investment	Three Year Total
TITANIUM	\$1,000	\$ 3,000
BRONZE	\$1,500	\$ 4,500
SILVER	\$2,500	\$ 7,500
GOLD	\$4,000	\$12,000
PLATINUM	\$5,000	\$15,000

Plus, these benefits that may be utilized in the three year cycle of the program:

Titanium = \$200 Annual Credit towards any LLC Tuition, Luncheon Sponsorship, REO Sponsorship.

Bronze = \$400 Annual Credit towards any LLC Tuition, Luncheon Sponsorship, REO Sponsorship.

Silver = \$600 Annual Credit towards any LLC Tuition or Luncheon Sponsorship, REO Sponsorship.

Gold = \$1,000 Annual Credit towards any LLC Tuition or Luncheon Sponsorship, REO Sponsorship.

Platinum = \$1,750 Annual Credit towards any LLC Tuition or Luncheon Sponsorship, REO Sponsorship.

Annual Credits may also be accumulated over the three year period and used in the third year for the full accumulated amount.

MEMBERSHIP REGISTRATION (Fax: 239-275-2103, Email: chamberswf@gmail.com)

Member Level: Titanium Bronze Silver Gold Platinum

Name: _____

Company: _____

Email: _____

Phone: _____ Fax: _____

Payment Type: Credit Card Check

Credit Card #: _____

Expiration Date: _____ CID #: _____

Please return this form with payment for your first annual investment to:
The Chamber of Southwest Florida, 5237 Summerlin Commons Blvd., Suite 114, Fort Myers, FL 33907