

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

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2010 BOARD OF DIRECTORS

Betsy Allen
Gaining Results, Inc.

Stanley Anderzejewski
Fifth Third Bank

David Borden
Barron Collier Partnership

Gary Bull
Johnson Engineering, Inc.

Fred Edman
Wright Construction Group

Aaron Farmer
Aaron A. Farmer P.L.

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Cee Cee Marinelli
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Robert Simpson
LeeSar Regional Service Center

Dilman Thomas
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& Company Inc

Joe Wheeler
Wheeler & Associates

Stephen Tirey
The Chamber of SWFL

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 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 GULF COAST
JAQUAR 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

(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 Tripe & Company



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Aaron Farmer
Aaron A. Farmer P.L.



Stanley Anderzejewski
Fifth Third Bank



Stephen Tiray
The Chamber of SWFL

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.

