

AGENDA

2008 COMMUNITY LEADERSHIP CONFERENCE

Friday through Sunday

January 18 – 20, 2008

South Seas Island, Captiva Island

Going Global Together

Conference Hosts

Mark B. McHugh, 2008 Chair
Orlando/Orange County Convention & Visitors Bureau

Des Cummings, Jr., Ph.D., 2008 Chair
Central Florida Partnership

Frederick W. Leonhardt, 2008 Chair
Metro Orlando Economic Development Commission

Host Sponsor

Florida Hospital

“Nautilus” Sponsors

Baker Hostetler LLP • Bank of America • Buena Vista Corporation • CNL • Fifth Third Bank
Florida's Blood Centers, Inc. • GrayRobinson, P.A. • Hardin Construction Company, LLC • Orlando Magic
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SeaWorld Adventure Parks • Smart City Telecom • SunTrust Bank • Workscapes, Inc.

“Coquina” Sponsors

C.T. Hsu Group • Embarq • Florida High Tech Corridor Council, Inc.
Hyatt Regency Orlando International Airport • Universal Orlando Resort • Walt Disney World Co.

Friday, January 18, 2008**Conference Location:****South Seas Island Resort**

5400 Plantation Road
Captiva Island, FL 33924

Phone: 239.432.6743

Fax: 239.482.2470

Web: www.southseas.com

9:00 a.m.
- 5:00 p.m.

Resort Check In and Conference Registration**Location:**

Captiva Ballroom Foyer/Conference Center/South End

Hotel Check In/Check Out for South Seas Island Resort and Tween Waters Inn, Day Spa & Marina:

Check in time is 4:00 p.m. Check out time is 11:00 a.m. Some rooms may become available earlier, depending on room availability. Your bags may be stored at the Bell Stand or your car until your room becomes available.

Conference Registration:

Conference Registration Desk will be located in the Pre-Function area of the South Seas Island Resort Conference Center and staffed during the following hours:

Friday: 9:00 a.m. – 6:00 p.m.

Saturday: 7:00 a.m. – 2:30 p.m.

Sunday: 7:00 a.m. – 2:00 p.m.

Resort Transportation:

Trolley service is available for easy transportation around the resort from the North End restaurants, beach, marina pools and majority of the hotel accommodations and the South End (Front Desk and Conference Center) . . . as well as off property to Captiva Village.

11:00 a.m.
- Noon

Conference Caucus Committee Meeting

(Note: Caucus Members Only)

Location:

Boardroom/Conference Center/South End

Moderator:

Donald Upton, President, Fairfield Index, Inc.

Conference Caucus Committee:

Laura Peters Armstrong, Florida Trend; **William F. Billingsley, III**, City of Orlando; **R. Van Bogan**, Florida Bank of Commerce; **Mary L. Demetree**, Demetree Builders, Inc.; **Carolyn Fennell**, Greater Orlando Aviation Authority; **Jay Galbraith**, SeaWorld Family of Parks; **Janet Horvath-Pino**, Dynetech Corporation; **C.T. Hsu, FAIA**, C.T. Hsu Group; **Tony Jenkins**, Blue Cross and Blue Shield of Florida; **Margot H. Knight**, United Arts of Central Florida, Inc.; **Diane Meiller**, Diane Meiller and Associates, Inc.; **Cheryl Powers**, Power Design and Marketing Group/Nimlok; **Roger W. Pynn, APR**, Curley & Pynn Public Relations and Marketing Communications; **Rahul Shah, M.D.**, Jewett Orthopaedic Clinic, P.A.; **Paul Tang**, Hyatt Regency Grand Cypress; **Monique R. Yeager**, Sonny's Franchise Company

Friday, January 18, 2008 (Continued . . .)

11:00 a.m.
- Noon

Conference Volunteer Leadership Team Meeting**Location:**

Coquina Meeting Room/Conference Center/South End

Conference Hosts:

Mark B. McHugh, 2008 Chair, Orlando/Orange County Convention & Visitors Bureau
Chief Executive Officer, Gatorland

Frederick W. Leonhardt, 2008 Chair, Metro Orlando Economic Development Commission
Attorney/Partner, GrayRobinson, P.A.

Des Cummings, Jr., Ph.D., 2008 Chair, Central Florida Partnership
President, Florida Hospital Foundation

Partner Hosts:

Raymond Gilley, President & CEO, Metro Orlando Economic Development Commission

Gary C. Sain, CTC, CHME, President & CEO, Orlando/Orange County
Convention & Visitors Bureau

Jacob V. Stuart, President & CEO, Central Florida Partnership

Noon
- 1:15 p.m.

"Networking Luncheon"

(Note: Paid Participants are Welcome)

Location:

Captiva Ballroom Foyer/Conference Center/South End

Conference Hosts:

Mark B. McHugh, 2008 Chair, Orlando/Orange County Convention & Visitors Bureau
Chief Executive Officer, Gatorland

Frederick W. Leonhardt, 2008 Chair, Metro Orlando Economic Development Commission
Attorney/Partner, GrayRobinson, P.A.

Des Cummings, Jr., Ph.D., 2008 Chair, Central Florida Partnership
President, Florida Hospital Foundation

1:15 p.m.
- 4:30 p.m.

Opening Conference Session

(Note: Paid Participants are Welcome)

Special Note:

Electronic Polling will take place throughout the Conference. Please be sure you pick up your Electronic Polling Device at Registration and return your Electronic Device each day.

Location:

Captiva Ballroom/Conference Center/South End

Program Theme:

Convening the Globe, Recruiting the Globe and Benchmarking the Globe

Conference Hosts:

Mark B. McHugh, 2008 Chair, Orlando/Orange County Convention & Visitors Bureau
Chief Executive Officer, Gatorland

Frederick W. Leonhardt, 2008 Chair, Metro Orlando Economic Development Commission
Attorney/Partner, GrayRobinson, P.A.

Des Cummings, Jr., Ph.D., 2008 Chair, Central Florida Partnership
President, Florida Hospital Foundation

Friday, January 18, 2008 (Continued . . .)

The Business of the Day

Moderator:

Donald Upton, President, Fairfield Index, Inc.

Conference Caucus Committee:

Laura Peters Armstrong, Florida Trend; **William F. Billingsley, III**, City of Orlando;
R. Van Bogan, Florida Bank of Commerce; **Mary L. Demetree**, Demetree Builders, Inc.;
Carolyn Fennell, Greater Orlando Aviation Authority; **Jay Galbraith**, SeaWorld Family of Parks;
Janet Horvath-Pino, Dynetech Corporation; **C.T. Hsu, FAIA**, C.T. Hsu Group;
Tony Jenkins, Blue Cross and Blue Shield of Florida; **Margot H. Knight**, United Arts of Central
Florida, Inc.; **Diane Meiller**, Diane Meiller and Associates, Inc.; **Cheryl Powers**, Power Design
and Marketing Group/Nimlok; **Roger W. Pynn, APR**, Curley & Pynn Public Relations and
Marketing Communications; **Rahul Shah, M.D.**, Jewett Orthopaedic Clinic, P.A.;
Paul Tang, Hyatt Regency Grand Cypress; **Monique R. Yeager**, Sonny's Franchise Company

Program Theme:

Outlooks and Assumptions

Moderator:

Donald Upton, President, Fairfield Index, Inc.

Program Theme:

Our Region's Overarching Strategies

Speakers:

Mark B. McHugh, 2008 Chair, Orlando/Orange County Convention & Visitors Bureau
Chief Executive Officer, Gatorland

Frederick W. Leonhardt, 2008 Chair, Metro Orlando Economic Development Commission
Attorney/Partner, GrayRobinson, P.A.

Des Cummings, Jr., Ph.D., 2008 Chair, Central Florida Partnership
President, Florida Hospital Foundation

Strategy Session – Part 1

(Note: Paid Participants are Welcome)

Program Theme:

bioOrlando "Critical Data & Interactive Discussion"

Friday, January 18, 2008 (Continued . . .)**Strategy Session – Part 1** (Continued . . .)*(Note: Paid Participants are Welcome)***Program Theme:**

bioOrlando "Critical Data & Interactive Discussion" (Continued . . .)

Speakers:

C. Russell Allen, President, BioFlorida

Anne K. Chinoda, President & CEO, Florida's Blood Centers, Inc.

John S. Fremstad, Vice President of Technology Business Development,
Metro Orlando Economic Development Commission

Deborah C. German, M.D., Dean, College of Medicine, University of Central Florida

Raymond Gilley, President & CEO, Metro Orlando Economic Development Commission

Edward S. Guindi, M.D., *CORD:USE*

Lars D. Houmann, President & CEO, Florida Hospital

Rasesh Thakkar, Senior Managing Director, Tavistock Group

Strategy Session One – Part 2*(Note: Paid Participants are Welcome)***Program Theme:**

Long-term Regional Planning – Collaboration and Execution

Speaker:Jacob V. Stuart, President, *myregion.org*
President & CEO, Central Florida Partnership**Wrapping Up the Day****Location:**

Captiva Ballroom/Conference Center/South End

Moderator:

Donald Upton, President, Fairfield Index, Inc.

Conference Hosts:Mark B. McHugh, 2008 Chair, Orlando/Orange County Convention & Visitors Bureau
Chief Executive Officer, GatorlandFrederick W. Leonhardt, 2008 Chair, Metro Orlando Economic Development Commission
Attorney/Partner, GrayRobinson, P.A.Des Cummings, Jr., Ph.D., 2008 Chair, Central Florida Partnership
President, Florida Hospital Foundation

4:00 p.m.

South Seas Island Resort & Tween Waters Inn, Day Spa & Marina Check In

4:30 p.m.

Trolley Pick Up from Conference Center

Friday, January 18, 2008 (Continued . . .)

4:30 p.m.
- 5:00 p.m.

Conference Caucus Committee Meeting

(Note: Caucus Members Only)

Location:

Boardroom/Conference Center/South End

5:00 p.m.

Trolley Pick Up from Conference Center

5:00 p.m.
- 6:00 p.m.

Free Time

5:00 p.m.

'Tiva Kids' Club Program

(Special Note: Advanced Reservation Required – additional cost)

Location:

'Tiva Kids' Club Camp/North End

5:45 p.m.

Trolley Pick Up from North End for Reception & Dinner

6:00 p.m.

Conference Welcome Reception**Location:**

Sand Dollar Plaza/Conference Center/South End

Attire: The Reception and Dinner is Evening Resort Casual.

(Please note, the Cocktail Reception is outside, so you may want to bring a jacket or sweater.)

Conference Hosts:

Mark B. McHugh, 2008 Chair, Orlando/Orange County Convention & Visitors Bureau
Chief Executive Officer, Gatorland

Frederick W. Leonhardt, 2008 Chair, Metro Orlando Economic Development Commission
Attorney/Partner, GrayRobinson, P.A.

Des Cummings, Jr., Ph.D., 2008 Chair, Central Florida Partnership
President, Florida Hospital Foundation

7:00 p.m.

Opening Night Dinner**Location:**

Sand Dollar/Conference Center/South End

Conference Hosts:

Mark B. McHugh, 2008 Chair, Orlando/Orange County Convention & Visitors Bureau
Chief Executive Officer, Gatorland

Frederick W. Leonhardt, 2008 Chair, Metro Orlando Economic Development Commission
Attorney/Partner, GrayRobinson, P.A.

Des Cummings, Jr., Ph.D., 2008 Chair, Central Florida Partnership
President, Florida Hospital Foundation

9:00 p.m.

Trolley Pick Up for North End

Friday, January 18, 2008 (Continued . . .)9:00 p.m. **On Your Own**

Trolley service is available for easy transportation around the resort from the South End restaurants, beach, marina pools and majority of the hotel accommodations and the North End (Front Desk and Conference Center) as well as off property to Captiva Village.

Saturday, January 19, 20087:00 a.m. **Trolley Pick Up for Conference Center at South End**7:30 a.m. **Conference Caucus Committee Meeting**

(Note: Caucus Members Only)

Location:

Boardroom/Conference Center/South End

7:40 a.m. **Trolley Pick Up for South End Conference Center**7:45 a.m. **Breakfast Buffet**

- 8:40 a.m. *(Program Begins at 8:10 a.m. with Guest Speaker)*

Special Note: For your convenience, a separate Breakfast area is available from 8:15 – 9:30 a.m. for registered Spouses and/or Families.

Location:

Captiva Ballroom/Conference Center/South End

Conference Hosts:

Mark B. McHugh, 2008 Chair, Orlando/Orange County Convention & Visitors Bureau
Chief Executive Officer, Gatorland

Frederick W. Leonhardt, 2008 Chair, Metro Orlando Economic Development Commission
Attorney/Partner, GrayRobinson, P.A.

Des Cummings, Jr., Ph.D., 2008 Chair, Central Florida Partnership
President, Florida Hospital Foundation

Guest Speaker:

The Honorable Allan G. Bense, Chairman, Florida Taxation and Budget Commission
Former Speaker of the House, State of Florida

8:40 a.m. **The Business of the Day****Moderator:**

Donald Upton, President, Fairfield Index, Inc.

Saturday, January 19, 2008 (Continued . . .)

8:45 a.m.
- Noon

Strategy Session – Part 3

(Note: Paid Participants are Welcome)

Program Theme:

Marketing and Selling Orlando Globally

Speakers:

Mark B. McHugh, 2008 Chair, Orlando/Orange County Convention & Visitors Bureau
Chief Executive Officer, Gatorland

Gary C. Sain, CTC, CHME, President & CEO, Orlando/Orange County
Convention & Visitors Bureau

Strategy Session – Part 4

(Note: Paid Participants are Welcome)

Program Theme:

Transportation Infrastructure: Opportunities and Challenges

Special Introductions:

Jacob V. Stuart, President, *Central Florida Partnership*

Speaker:

David Hill, Ph.D., President, Hill Research Consultants

Special Comments:

The Honorable Richard T. Crotty, Mayor, Orange County

Community Conversations “Table Discussions”

(Note: Paid Participants are Welcome)

“Table Discussions” Highlights**Moderator:**

Donald Upton, President, Fairfield Index, Inc.

Wrapping Up the Day**Location:**

Captiva Ballroom/Conference Center/South End

Moderator:

Donald Upton, President, Fairfield Index, Inc.

Conference Hosts:

Mark B. McHugh, 2008 Chair, Orlando/Orange County Convention & Visitors Bureau
Chief Executive Officer, Gatorland

Frederick W. Leonhardt, 2008 Chair, Metro Orlando Economic Development Commission
Attorney/Partner, GrayRobinson, P.A.

Des Cummings, Jr., Ph.D., 2008 Chair, Central Florida Partnership
President, Florida Hospital Foundation

Saturday, January 19, 2008 (Continued . . .)

Noon –
12:30 p.m.

Conference Caucus Committee Meeting

(Note: Caucus Members Only)

Location:

Boardroom/Conference Center/South End

Noon –
1:30 p.m.

Luncheon Buffet

(Note: Paid Participants are Welcome)

Location:

Captiva Ballroom Foyer/Conference Center/South End

1:00 p.m.

Trolley Pick Up for North End (Existing Trolley transportation available)

1:30 p.m.
- 6:00 p.m.

Free Time

(Set your own schedule for meetings or recreation.)

5:00 p.m.

'Tiva Kids' Club Program

(Special Note: Advanced Reservation Required – additional cost)

Location:

'Tiva Kids' Club Camp/North End

5:45 p.m.

Trolley Pick Up for Reception & Dinner at Conference Center

6:00 p.m.

Cocktail Reception

Attire: The Reception and Dinner is Evening Resort Casual.

(Please note, the Cocktail Reception is outside, so you may want to bring a jacket or sweater.)

Location:

Sand Dollar Plaza/Conference Center/South End

7:00 p.m.

Dinner**Location:**

Captiva Ballroom/Conference Center/South End

Conference Hosts:

Mark B. McHugh, 2008 Chair, Orlando/Orange County Convention & Visitors Bureau
Chief Executive Officer, Gatorland

Frederick W. Leonhardt, 2008 Chair, Metro Orlando Economic Development Commission
Attorney/Partner, GrayRobinson, P.A.

Des Cummings, Jr., Ph.D., 2008 Chair, Central Florida Partnership
President, Florida Hospital Foundation

9:00 p.m.

Trolley Pick Up for North End

Saturday, January 19, 2008 (Continued . . .)9:00 p.m. **On Your Own****Transportation:**

Trolley service is available for easy transportation around the resort from the North End restaurants, beach, marina pools and majority of the hotel accommodations and the South End (Front Desk and Conference Center) . . . as well as off property to Captiva Village.

Sunday, January 20, 20087:30 a.m. **Trolley Pick Up for South End Conference Center**8:00 a.m. **Conference Caucus Committee Meeting with Guest Speaker**

(Note: Caucus Members Only)

Location:

Boardroom/Conference Center/South End

8:00 a.m. **Breakfast Buffet**

- 9:00 a.m. *(Program Begins at 8:25 a.m. with Guest Speaker)*

Special Note: For your convenience, a separate Breakfast area is available from 8:15 – 9:30 a.m. for registered Spouses and/or Families.

Special Note:

Seas Island Resort & Tween Waters Inn, Day Spa & Marina Check Out is at 11:00 a.m.

Location:

Captiva Ballroom/Conference Center/South End

Conference Hosts:

Mark B. McHugh, 2008 Chair, Orlando/Orange County Convention & Visitors Bureau
Chief Executive Officer, Gatorland

Frederick W. Leonhardt, 2008 Chair, Metro Orlando Economic Development Commission
Attorney/Partner, GrayRobinson, P.A.

Des Cummings, Jr., Ph.D., 2008 Chair, Central Florida Partnership
President, Florida Hospital Foundation

Guest Speaker:

The Honorable Richard T. Crotty, Mayor, Orange County

9:00 a.m. **The Business of the Day**

- 11:45 a.m.

Moderator:

Donald Upton, President, Fairfield Index, Inc.

Special Note:

Electronic Polling will take place throughout the Conference. Please be sure you pick up your Electronic Polling Device at Registration and return your Electronic Device each day.

Sunday, January 20, 2008 (Continued . . .)**Strategy Session – Part 5***(Note: Paid Participants are Welcome)***Program Theme:**

Editorial Outlook for '08 and '09 Sessions

Speakers:

Dan Grech, Americas Desk Reporter, Marketplace

Charlotte H. Hall, Editor, Orlando Sentinel Communications

Diane Sears, Travel Editor, Florida Trend
President, DiVerse Media LLC**Commentary:**Frederick W. Leonhardt, 2008 Chair, Metro Orlando Economic Development Commission
Attorney/Partner, GrayRobinson, P.A.**Program Theme:**

Emerging Opportunities and Issues

Moderator:

Donald Upton, President, Fairfield Index, Inc.

Speakers:

Raymond Gilley, President & CEO, Metro Orlando Economic Development Commission

Gary C. Sain, CTC, CHME, President & CEO, Orlando/Orange County
Convention & Visitors Bureau

Jacob V. Stuart, President & CEO, Central Florida Partnership

Strategy Session – Part 6 “Evaluation of Progress”**Moderator:**

Donald Upton, President, Fairfield Index, Inc.

11:45 a.m.

Wrapping Up the Day and Conference**Location:**

Captiva Ballroom/Conference Center/South End

Conference Hosts:Mark B. McHugh, 2008 Chair, Orlando/Orange County Convention & Visitors Bureau
Chief Executive Officer, GatorlandFrederick W. Leonhardt, 2008 Chair, Metro Orlando Economic Development Commission
Attorney/Partner, GrayRobinson, P.A.Des Cummings, Jr., Ph.D., 2008 Chair, Central Florida Partnership
President, Florida Hospital Foundation**Moderator:**

Donald Upton, President, Fairfield Index, Inc.

Noon –
1:30 p.m.**Closing Luncheon Buffet***(Note: Paid Participants are Welcome)***Location:**

Captiva Ballroom Foyer/Conference Center/South End