



2019 class graduates with Judge Christine Mayle, Ohio Sixth District Court of Appeals

INSTITUTE FOR LEADERSHIP & ADVOCACY

DATE: Mondays, January 13, 2020 to March 16, 2020
Graduation, March 23, 2020
TIME: 5:30 p.m. - 7:30 p.m.
LOCATION: 300 Madison Avenue, 8th Floor Conference Rooms,
Downtown Toledo
COST: \$400, includes a light meal at 5:00 p.m.

This 10-week course is designed to prepare emerging leaders to effectively serve their communities and work with public officials. Participants engage in discussions about the issues, requirements and expectations associated with public service. Sessions are taught by highly-experienced professionals comprised of public officials and other regional leaders. The Institute includes year-long engagement in activities and events including:

- Legislative Day in Columbus – Receive reduced admission to join Chamber members in our state’s capital to hear updates from key political and regulatory leaders and have lunch with our region’s state legislators.
- February “Morning Access” – Join Chamber members for an opportunity to network and connect directly with state legislators, county commissioners, mayors, council members and other elected officials.

Began in partnership with The Ohio State University Extension and the Ohio Sea Grant College Program, the Institute for Leadership & Advocacy is the longest running program of its kind in the state.

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Space is limited! Register at www.toledochamber.com

QUESTIONS?

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**The Leadership
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**TOLEDO REGIONAL
CHAMBER of COMMERCE**

SESSION OVERVIEW

January 13: Introduction to Public Service / Conducting Public Meetings

Joseph Lucente, Associate Professor, Community Development, O.S.U. Extension/Sea Grant College Program
A two part presentation about the basic requirements associated with public service, and the principles and best practices for conducting public meetings. Topics covered in part one include the responsibilities of public officials and standards of conduct. Part two covers meeting types, open meeting laws, and meeting procedures.

January 20: Public Sector Boards & Commissions

Sheri Bokros, Vice President, Wood County Economic Development Commission
Julia Bryant, Member, Toledo & Lucas County Plan Commissions
Joseph Luzar, Chairman, Lucas County Workforce Development Board
A panel discussion with area experts serving on a local public sector board or commission. Topics include the role of such boards and commissions, necessary professional and educational background or past community activity, and member selection processes.

January 27: Serving in Local Elected Office

Robert Mack, Trustee, Perrysburg Township Board of Trustees
Sandy Spang, At-Large Council Member, Toledo City Council
Bob Vasquez, Board Member, Toledo Public Schools Board of Education
A panel discussion with local elected officials about seeking and serving in elected office. Topics include things to consider before seeking elected office, necessary academic and non-academic experience, the campaign process, potential for impact, and challenges to prepare for.

February 3: Leadership Styles & Skills

Sara Best, Certified Talent Optimizer, IN2GREAT
A presentation providing specific insight into your qualities and characteristics as a leader. Topics include identifying and matching ideal roles based on personality types and communication styles, and understanding your best fit toward achieving satisfaction within an organization.

February 10: Media Relations

Susan Ross Wells, Marketing Manager, Gilmore Jasion Mahler, LTD
Kurt Franck, President/General Manager & Executive Editor, The Blade
Brian Trauring, Vice President of News, Marketing, and Content Development, Lilly Broadcasting, LLC
A presentation and panel discussion about developing effective working relationships with media organizations, and the basic principles and practices for improved messaging. Topics include determining what is newsworthy, handling interviews, using social media, and conducting crisis communications.

February 17: Economic Development

Scott Ziance, Partner, Vorys, Sater, Seymour and Pease LLP
A presentation about the principles and practices associated with fostering economic development. Topics include economic development approaches, creation and use of special districts, and case studies of economic development successes and challenges.

February 24: Government Finance

Betsy Bashore, Deputy Director, Strategic Support, Ohio Auditor of State
A presentation about how government finance works and best practices. Topics include budgeting approaches, benchmarking, getting return on investment, and achieving results that are impactful.

March 2: Public-Private & Public-Public Partnerships

Russell Mills, Ph.D., Research Fellow, Center for Regional Development, Bowling Green State University
Other speakers to be determined.
A panel discussion on how public-private and public-public partnerships are being used for the improvement of our region. Topics include private sector expertise and financing, the benefits of shared services, avoiding duplication of effort, and reducing and sharing costs.

March 9: Smart Cities

Speakers from The University of Toledo to be determined
A panel discussion about how communities are preparing for emerging smart technologies. Topics include investing in smart infrastructure and facilities toward promoting regional competitiveness, better serving various populations, and promoting overall quality of life.

March 16: Ethics in Public Service

Mark Wagoner, Partner, Shumaker, Loop & Kendrick, LLP.
A presentation about the importance of understanding and using ethical behavior in public service. Topics include the importance of ethical behavior, Ohio ethics laws, conflicts of interest, public contracts, and conduct following public employment.

March 23: Graduation

Keynote speaker –
The Honorable Robert Sprague, Treasurer of State