



2018 Graduating Class with District 1 Ohio Senator Robert McColley (center)

## INSTITUTE FOR LEADERSHIP & ADVOCACY

**DATE:** Mondays, January 14, 2019 to March 18, 2019  
Graduation, March 25, 2019  
**TIME:** 5:30 p.m. - 7:30 p.m.  
**LOCATION:** One Maritime Plaza, Second Floor, Downtown Toledo  
**COST:** \$350, includes a light meal at 5:00 p.m.

*Begun 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.*

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:

- Institute newsletter – Receive quarterly information on public policy topics and local opportunities for engagement.
- 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.
- October “Morning Access” – Join Chamber members for an event centered on workforce and education issues impacting our region. Connect and share ideas with business and education leaders.

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**Space is limited! Register at [www.toledochamber.com](http://www.toledochamber.com)**

### QUESTIONS?

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**A PROGRAM OF:**

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

# SESSION OVERVIEW

## **Session 1: Introduction to Public Service / Conducting Public Meetings - January 14**

*Joseph Lucente, Associate Professor, Community Development, O.S.U. Extension/Sea Grant College Program*

A two part presentation about the basic requirements and challenges associated with public service, and the principles and best practices that provide a framework for conducting effective public meetings. Topics covered in part one include the duties and responsibilities of public officials, codes of ethics, standards of conduct, conflicts of interest, and open meeting laws. Part two covers meeting types, legal requirements, the meeting environment, and meeting procedures.

## **Session 2: Public Sector Boards & Commissions – January 21**

*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 involved in the local government decision-making process through serving on a public sector board or commission. Topics include the role of local government boards and commissions, necessary professional and educational background or past community activity, the process for approving nominees, and necessary time commitments.

## **Session 3: Serving in Local Elected Office – January 28**

*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, academic and non-academic experience necessary, the campaign process, the potential for impact, challenges to prepare for, and necessary time commitments.

## **Session 4: Leadership Styles & Skills – February 4**

*Patrice McClellan, Ed.D., Director, Master of Organizational Leadership Program/Associate Professor of Business & Leadership, Lourdes University*

A presentation about the concepts, principles and practices that can improve the operation and effectiveness of governing bodies and personal decision-making. Topics include examining different leadership styles, discovering your leadership style, implementation of styles based on environment, and the skills needed in leadership and their benefits.

## **Session 5: Media Relations – February 11**

*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 representatives and organizations, and the basic principles and practices for improved messaging. Topics include the importance of the media, determining what is newsworthy activity, how to work with the media, handling interviews, using social media, and conducting crisis communications.

# SESSION OVERVIEW

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## **Session 6: Economic Development – February 18**

*Megan Vahey-Casire, Administrator, Lucas County*

*Dean Monske, President & CEO, Regional Growth Partnership*

*Paul Toth, President & CEO, Toledo-Lucas County Port Authority*

A panel discussion with leaders from area economic development agencies about the principles and practices associated with fostering economic development in our region. Topics include the role of our local economic development organizations and how they are organized, projects in our region compared to other areas, and case studies of past economic development successes and challenges.

## **Session 7: Government Finance – February 25**

*Betsy Bashore, Chief, Value Management Office, Ohio Office of Budget & Management*

A presentation about how government finance works and best practices. Topics include benchmarking, getting return on investment, and achieving results that are impactful.

## **Session 8: Smart Cities & Sustainable Communities – March 4**

*Sharon Gaber, Ph.D., President, The University of Toledo*

*Others to be determined*

A presentation and panel conversation about how communities are preparing for emerging smart technologies and the importance of supporting sustainable communities. Topics include investing in infrastructure and facilities, promoting regional competitiveness, serving various populations, and protecting quality of life.

## **Session 9: Public-Private, Public-Public Partnerships – March 11**

*Tim Brown, President, Toledo Metropolitan Area Council of Governments (TMACOG)*

*Col. Gregg Biddle, Deputy Commander, Mission Support Group, 180th Fighter Wing*

*Lt. Col. John Cupp, Commander, 180th Civil Engineering Squadron, 180th Fighter Wing*

A panel discussion with local experts on how public-private & public-public partnerships are being used locally for the improvement of our community and region. Topics include how private sector expertise and financing are used, the benefits of shared services, avoiding duplication of effort, reducing and sharing of costs, the partnership development process, and ensuring return on partner investments.

## **Session 10: Ethics in Public Service – March 18**

*Mark Wagoner, Partner, Shumaker, Loop & Kendrick, LLP.*

A presentation about the importance of understanding and using ethical behavior in public service and the laws pertaining to this. Topics include the importance of ethical behavior, Ohio ethics laws, conflicts of interest, public contracts, and conduct post-public employment.

## **Graduation – March 25**