

**Leadership School Agenda\***  
**May 13-15**

**Thursday, May 13**

5:30 Reception—The Haskell Company, 111 Riverside Ave., Jacksonville 32202

**Friday, May 14—Davis College of Business, Jacksonville University**

8:00 Registration

8:15 **Dr. Joseph E. McCann, III**, Dean  
Davis College of Business, Jacksonville University  
*Welcome*

**Preston Haskell**, Chairman, The Haskell Company  
Jacksonville Regional PLI Executive Board Chair  
*Welcome and introductory remarks*

**Mark R. Mills**, Directing Consultant, Political Leadership Institute  
President, Mills Strategic Communications, Inc.  
*Expectations*

8:30 **Marian Johnson**, Executive Director  
Florida Chamber Political Institute, Tallahassee  
*Winning Strategies*

10:00 **Jerry Holland**, Duval Co. Supervisor of Elections  
*The Basics of Filing for Office*

11:00 **Adam Hollingsworth**, Chief of Staff, Jacksonville Mayor  
*City issues and budget*

12:15 Working lunch (on premises)

1:30 **Marty Fiorentino**, President, The Fiorentino Group, Inc.  
**John McReynolds**, Senior Vice President, Universal Theme Parks  
*Fundraising Insights From the Perspective of Contributors*

3:00 **Jerry M. Mallot**, Executive Vice President  
Jacksonville Regional Chamber of Commerce  
*Regional Economic Development and Issues*

4:00 Wrap-up and discussion

*10-minute breaks will be inserted intermittently throughout the day*

**Saturday, May 15—Davis College of Business**

- 8:15            Welcome
- 8:30            **Bruce Barcelo**, Principal  
Barcelo & Company, Jacksonville  
*Polling*
- 10:15          **John Feehery**, Principal  
The Feehery Group, Washington, D.C.  
*Media and Message*
- noon            Lunch (on premises)  
**Michael Hightower**, Vice President  
Government and Legislative Relations  
Blue Cross Blue Shield of Florida  
Jacksonville Chamber of Commerce Board of Directors 2009 Chair  
*An Insider's View of Public Leadership*
- 1: 00          **Dr. Gary Maloney**, President  
Jackson Alvarez, Washington, D.C.  
*Know Thy Opponent*
- 2:30            **Liz Chadderdon**, Principal  
The Chadderdon Group, Arlington, VA  
*Winning Direct Mail Strategies*
- 4:00            Wrap-up and discussion

***10-minute breaks will be inserted intermittently throughout the day***