

*Events & Experiences
Committee
2025-2026*



**LEADERSHIP
FLORIDA®**

STATEWIDE CO-CHAIRS



Carlton Robinson ▲

Events and Experiences Co-Chair

JAX Chamber
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Karl Strauch ▲

Events and Experiences Co-Chair

Port Tampa Bay
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COMMITTEE MEMBERS

Courtney De Pol (Calusa)
Lee-En Chung (Calusa)
Matt Chan (East Central)
Evan Philipson (Gold Coast)
Malena Mendez (Gold Coast)
Holly Goodman (Gulfstream)

Jeff McCain (Northeast)
Sam Prokop (Northeast)
MaryRose Sirianni (Northwest)
Matt Ubben (Northwest)
Sherry Hartnett (Northwest)
Roshell Rinkins (Southeast)

Shari Bower (Southeast)
Chris Lopez (Southwest)
Tyler Kitson (Southwest)
Michael Kamprath
(West Central)

STAFF LIAISON

Letreze Taylor (ltaylor@leadershipflorida.org)
Kathryn Frost (kfrost@leadershipflorida.org)

DESCRIPTION

The Events and Experiences Chair(s) will serve on the statewide Events & Experiences Committee. Each Region is asked to host **four to five Region events per year**, such as:

- New Member Reception
- Welcome Class Reception (if applicable)
- Recruitment Event (e.g., Virtual Application Workshop or social gathering)
- “but for Leadership Florida” Event (e.g., VIP tour of a local attraction or special fireside chat with local executive or celebrity)
- Social Event (e.g., holiday event, end-of-year sunset cruise)
- Education Event (something focused on local education initiatives, for example, a roundtable discussion with the local School Superintendent)

The Events & Experiences Committee should consider at least one true “*but for Leadership Florida*” Experience. Committee Members may refer to the ongoing Region Unique Places, People, & Experiences List for inspiration. Additionally, the Events & Experiences Co-Chair(s) work closely with the Fundraising Chair and the Recruitment Chair in planning events and the Communications Chair in promoting the events.

Three to four Committee Meetings will be held, beginning in September or October.

ALL events proposed by a Region Council MUST receive approval from the Member Services Manager, Letreze Taylor, PRIOR to making any final plans. Once confirmed, the Event Planning Form should be submitted at least four weeks before the date of your event. Your request will be reviewed quickly.

REGION EVENT PROCEDURE

The Events & Experiences Chair(s) will:

- Contact the Leadership Florida Member Services Manager for approval of your proposed event date
- Once the date is confirmed, submit the Event Planning Form at **least four weeks** before the date of your event
- Monitor registration with the RSVP link in your Leadership Florida Member Compass
- Collaborate with the following Region committees:
 1. Communications Chair(s) to distribute event information via the Region's Facebook page
 2. Fundraising Chair(s) to determine funding needs per event
 3. Education Chair(s) on education-related event planning
 4. Recruitment Chair(s) on recruitment event planning
- For in-person events, you will print the sign-in sheet, sponsor signage, and name tags for event attendees (electronic files provided by Leadership Florida staff)
- Following the event, submit the event attendance numbers via the Post-Event Form and work with the Communications Chair(s) to submit event photos

Leadership Florida staff will:

- Provide event approval
- Draft an event invitation and send it to the Events & Experiences Chair(s) to approve within three days of receipt
- Distribute the invitation by email
- Distribute event evaluation surveys post-event
- Assist with vendor payments and reimbursements
- Ensure all communications follow Leadership Florida guidelines to protect future email deliverability

TIME COMMITMENT & TIMELINE

** If you are unable to attend a committee meeting, secure a council representative to represent the Region (e.g., Region Chair).*

September 2025	Plan Events for the Year
October 1, 2025	Submit New Member Event Date for Approval
October 2025	Events & Experiences Committee Meeting
October 27 - December 15, 2025	Host New Member Event
November 17, 2025	Northwest Region - Connect Class 15 Welcome Reception
December - January 2026	Host Recruitment Events
December 15, 2025	Southwest Region - Cornerstone Class 43 Welcome Reception
January 13, 2026	Gulfstream Region - Cornerstone Class 43 Welcome Reception
January 2026	Events & Experiences Committee Meeting
February 25, 2026	Northwest Region - Cornerstone Class 43 Welcome Reception
March 2026	Events & Experiences Committee Meeting
March 25, 2026	Calusa Region - Education Class 10 Welcome Reception
April 16, 2026	Southeast Region - Connect Class 15 Welcome Reception
June 11-14, 2026	Annual Meeting - Disney's Coronado Springs Resort, Orlando

EVENT PLANNING CHECKLIST

New Member Event

- Have council members introduce the new members (e.g., read a brief bio, two to three sentences on each new member)
- Select a venue that provides proper acoustics for introductions
- Display sponsor signage
- Display name tags for members
- Recognize Council Members, Board in attendance
- Thank sponsors
- Share a Save-the-Date for an upcoming Region event
- These events are intended for Leadership Florida Region Members only

Recruitment Event

- Provide application date window
- Describe all three programs (Cornerstone, Connect & Education)
- Provide QR code with Intent to Apply link (optional)
- Display sponsor signage
- Display name tags for members
- Recognize Council Members, Board, Lifetime Members in attendance
- Thank sponsors
- Share a Save-the-Date for an upcoming recruitment event
- These events are intended for Leadership Florida Region Members and interested candidates
- Utilize Calendly or similar software to schedule one-on-one meetings with candidates and council members (optional)
- Application Tips document
- Recruitment presentation available

Welcome Reception Event

- Select a venue that provides proper acoustics for introductions
- Display sponsor signage
- Display name tags for members
- Recognize Council Members, Board, Lifetime Members in attendance
- Thank sponsors
- Share a Save-the-Date for an upcoming Region event
- These events are intended for Leadership Florida Region Members only

Holiday Events

- These events are intended for Leadership Florida Region Members; guest(s)* can be invited if the budget allows
- Thank sponsors
- Share a Save-the-Date for an upcoming Region event

Legislative Events

- Reach out to Region legislators for panel participation
- Must be bi-partisan
- Leadership Florida panelists/moderators should be active, dues-paying members
- These events are intended for Leadership Florida Region Members only

*What is a guest?

- Spouse/significant other
- Spouse and children
- *Potential candidates*
(for recruitment events only)

IMPORTANT LINKS

Leadership Team Resource Hub:
leadfla.com/hub

Leadership Florida Events Page:
leadfla.com/events

Region Event Planning Form:
leadfla.com/event-plan

Post-Event Wrap-Up Form:
leadfla.com/event-wrap

Payment Request Form:
leadfla.com/payment

EVENT PLANNING CHECKLIST

TASK	STAFF	TIMELINE	REGION ROLE	COMMITTEE
Discuss Event Date and Details	Letreze Taylor	8 weeks in advance	Verify available dates with Letreze	Events & Experiences
Event Date Approved	Letreze Taylor	8 weeks in advance		
Certificate of Insurance needed?	Letreze Taylor	Determine with venue	Determine with venue	Events & Experiences
Planning Form Submitted	Letreze Taylor & Kathryn Frost	5-6 weeks in advance	Submit form	Events or Communications
Event Created on Website	Kathryn Frost	Please allow 3 days after Planning Form submission		
Zoom Link or PowerPoint Created (if needed)	Kathryn Frost	Please allow 3 days after Planning Form submission		
First Invitation Created and Sent	Kathryn Frost	Please allow 3 days after Planning Form submission	Verify invitation details. Draft will be shared before publication	Events or Communications
Notify Region of Dates planned for Invitations	Kathryn Frost			
Post Event Information to Facebook Region Group			Post event to Region Group	Communications
Reminder Invitation	Kathryn Frost	Typically 1/2 way between first and final	Notify of any changes ASAP	
Final Invitation	Kathryn Frost	3-7 days prior to event	Notify of any changes ASAP	
Post-Event Evaluation Email	Kathryn Frost	15 minutes post event		
Nametags & Attendee List Created & Emailed	Samantha Clark	24 hours before event	Digital file	
Take pictures at Event - Don't forget a Group Photo!		During Event		Communications
Pictures posted to Region Facebook Group		Within 48 hours	Communications post to Region Facebook Group	Communications
Post-Event Follow Up	Letreze Taylor	Next business day	Region to complete	Staff & Event Contact
Post-Event Wrap Up Form	Letreze Taylor	Within 48 hours		Event Contact
Attendance Count Received	Letreze Taylor	Within 48 hours	Include in Post-Event Wrap Up Form	Event Contact
Reimbursement Requested by Region	Letreze Taylor	Within 48 hours	Include in Post-Event Wrap Up Form	Event Contact
Pictures Received	Letreze Taylor	Within 48 hours	Include in Post-Event Wrap Up Form	Event Contact
Expenses Paid	Letreze Taylor			
Speaker Thank-You Letters (if applicable)				Events or Communications

REGION EVENT POLICY

A. Purpose

Each program year, Region Councils may host: 1) a New Member event for local participants in the current Cornerstone, Connect, Education, and Executive Class programs, 2) a recruiting event for those Class programs, and 3) a Welcome event for the current class of Cornerstone, Connect, Executive, and Education programs if such a program is held in that Region. Regions may also choose to host additional events for members, including “but for Leadership Florida” experiences. This policy outlines requirements for hosting all Region events.

B. Requirements

1. **Approved:** All events must be approved by Leadership Florida staff, who will take into consideration the criteria below as well as the Statewide events calendar.
2. **Mission-Driven:** Events must advance one or more elements of Leadership Florida’s mission to (a) discover and convene committed individuals, enhancing and recharging their leadership skills by introducing them to a powerful community through whom they find knowledge and inspiration, (b) engage Floridians by providing essential information and a meaningful forum for their opinions, and (c) create opportunities for shared experiences that are inviting, inspiring and of lasting value.
3. **Cost-Conscious:** Events must be affordable and not pose a financial risk to the organization. Events that maximize Leadership Florida’s social capital to keep expenses low are preferred. Regions may seek sponsorship support from non-Statewide Sponsors as provided in Policy 402 on Sponsorship/Fundraising with permission from the President and CEO or their designee. Resources required must be committed with adequate time for planning and approval by Leadership Florida. Funds identified for a specific event must remain in that Region’s account and cannot be transferred for another use without the approval of the President and CEO (see Policy 402.) The total funds raised for a single event, not including in-kind donations, may not exceed \$10,000 without advance approval from the Executive Committee. Region event planners must notify Leadership Florida with ample time to request such approval. Even if the cost of the event is near the \$10,000 mark or seems excessive, staff may request Executive Committee approval prior to officially approving the event.
4. **Non-Partisan:** Events must avoid advocacy, embracing partisan or political dogma or viewpoints or create the impression that Leadership Florida is engaged in said behavior such that it would jeopardize Leadership Florida’s status as a 501(c)(3) tax-exempt entity. If the event involves discussion and debate on one or more issues of public importance, the event must be organized so that (a) the presenters or facilitators involved in the discussion be inclusive of the spectrum of viewpoints and, whenever appropriate, have representation of both major political parties or related entities and (b) the content of the discussion is fair, balanced, non-partisan, non-advocacy and educational (see Policy 504.)
5. **Advocacy:** Leadership Florida members serve in over 5,000 nonprofit organizations statewide, all doing valuable work to enhance the quality of life in our state. Our organization has a policy that does not permit fundraising, promoting, advocating or the appearance of advocating for any cause, issue or nonprofit other than Leadership Florida within any Leadership Florida event, communication, or branding. Instead, Leadership Florida encourages members to personally advocate, volunteer, donate to any cause or issue they feel passionate about. Fundraising for other organizations is prohibited (see Policy 409.) Region Councils and Leadership Florida members may not organize an event that conflicts with this policy. The Leadership Florida Board can partner with any entity through an approval process and Board approval. This is a rare and unique occasion.
6. **Low-Risk:** Leadership Florida staff will not sign contracts obligating the organization to pay funds that are not already committed. Leadership Florida has an umbrella policy that provides basic event insurance. For venues requiring higher levels of coverage, Leadership Florida may obtain a special event rider, the premium for which will be charged to the host Region.
7. **For Members:** Attendance at events is generally restricted to members who are current on their dues. There may be exceptions, i.e. holiday gatherings, where members’ families may also be permitted to attend, or when the event is designed to re-engage inactive members.

At the end of each fiscal year, unused Region funds will be placed in Leadership Florida’s unrestricted net assets to strengthen the future financial health of the organization.

Approved by the Board of Directors on June 15, 2023

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