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About JCCI Forward
Established in July of 2000, JCCI Forward is an initiative of Jacksonville Community Council Inc. (JCCI) that seeks to engage men and women ages 25-45 in civic involvement and to prepare them for their future roles as community leaders. This program is an ideal way to interact with existing leaders, to experience leadership development, and to build a network of friends and associates who all share the common goal of improving our community.

Vision
To empower emerging leaders and community-minded individuals to affect positive change in Northeast Florida through a platform of results-oriented issue forums and leadership development programs.

Activities & Events
JCCI Forward provides the information, tools, and resources needed to develop strong community leadership skills and to help affect positive change in our community. Like JCCI, JCCI Forward hosts its own community forums and workshops, all with the three-fold aim of studying the issues which are central to our community’s growth, providing an opportunity to meet, interact and work with our community’s existing leadership structure, and focusing on the skills critical to assuming a leadership role in our community’s future. Bottom line: Involve. Engage. Connect.

Executive Committee
This dedicated committee of leaders is comprised of the chairs’ of the working committees. They convene, plan and facilitate the execution of all the programs that JCCI Forward offers.

Michael Connolly, Chair
Marcus Haile, Chair-elect
Jordan Crane, Immediate Past Chair
Allison Korman, JCCI Forward Board Liaison

John Allmand, Action Plan Chair ~ Mickee Brown, Issue Forum Chair ~
Heather Corey, Recruitment Chair ~ Ajani Dunn, Training Chair
~ Lauren W. Hopkins, Workshops Chair ~ Rudy Jamison, Social Chair ~
Heather McEachen, Marketing Chair

Staff: Lashun Parker & Michelle Simkulet

Sponsors
Our most humble thanks to the corporations and individuals that support our work and visions. Our deepest gratitude to...

AT&T
Coffman, Coleman, Andrews & Grogan
Fidelity Investments
Florida Coastal School of Law
Lewis, Longman & Walker
Meeks, Ross, Paulk & Associates

OE&S
Pappas, Metcalf, Jenks & Miller
Petra Management
Regions Bank
SRG Homes
Stellar

And, of course, the Friends of Forward:
Oliver Barakat, Mickee Brown, Jim Clark, Heather Corey, Jordan Crane, Jill Dame, Kurt Dunkle, Kay Ehas, Ju’Coby Pittman, Lashun Parker, Jay Plotkin, Franklin Reininstein and Michelle Simkulet.
YEAR IN REVIEW 2007-08

What follows is a synopsis of the people, activities and events that made the 2007-08 programs successful. While it’s impossible to identify everyone involved in making a work-plan come alive, you’ll soon see why we need this report. Now, let’s look back...

July 2007 was a busy month of newness - the only thing not new to the program was its chair, Michael Connolly! New staff Lashun Parker and Michelle Simkulet dug in with Michael and his new team to set the stage. They formally introduced the Executive Committee (John Allmand, Mickee Brown, Heather Corey, AJ Dunn, Lauren Hopkins, Heather McEachen, and Rudy Jamison) at an evening filled with golf, poker and cake. But it wasn’t all fun and games; Mickee and the Topic Selection Committee quickly got down to business to determine the program content for the next twelve months.

The dog days of summer continued but Forward’s August calendar filled up quickly. Committees met to finalize topics, timing and talents. On the 6th, Rick Morales was our Mystery Guest for lunch, sponsored by AT&T. Conversation ranged from his leadership roles on several area nonprofit boards, to property tax reform, funding nonprofits in times of uncertainty, how to build your own luxury home, and what to expect in a post-Fidel Cuba. The Forum Committee continued to refine and release forum topics, having two in the fall and two in the spring. On the 23rd, Marcus Haile turned our attention to How to Facilitate Using Consensus with Skip Cramer as they kicked off our training series sponsored by Stellar.

September saw the launch of Forward’s new subscription communication service, the E-blast. Delivered fresh to inboxes each Monday morning, it provides information on upcoming events and activities that you can use! Over 1400 subscribers went to the webpage and registered immediately. They didn’t miss the announcement of How to Run an Effective Meeting, a training provided by former Executive Committee member, Martin Harrell. Rudy Jamison and the Social Committee partnered with Downtown Vision Inc. and other Young Professional Alliance (YPA) organizations in the first ever Downtown Get Down, where 1000+ attendees toured downtown entertainment venues. At the end of the month, Art Graham was our Mystery Guest for lunch and gave his perspective from his City Council seat on Jacksonville, Russell Crowe, rugby, JAXPORT as an economic engine, his political plans, Sunshine laws, and the next Mayor of Jacksonville.

The first fall Forum, Elections January 2008: Will YOU Show Up? ran four weeks in October and provided great discussion and decisions by the committee. It was sponsored by the Florida Coastal School of Law. You can find the overview and read the results on page 9. On the 9th, Zoe’s hosted our Food For Thought on Eating for a Lifetime. The Workshop Committee unveiled Urban Safari: Springfield, a half-day spent snooping through some of the fabulous examples of architecture in this historic district, new and revitalized, commercial and residential, and uncovering the past, present and future plans of the neighborhood.

In November, members found themselves tackling a fear worse than death with our 7-week How to Speak in Public training and connected with new friends, with the help of Heather Corey and the Recruitment Committee, at our New Member Orientation. They used their brainstorming skills during our one night Forum, Through the Looking Glass: A Vision for Jacksonville, sponsored by Coffman, Coleman, Andrews & Grogan. In good news and bad news, Heather McEachen accepted a promotion, but unfortunately it meant she needed to resign as Marketing Vice Chair. We miss you Heather!

Tonyaa J. Weathersbee was our Mystery Guest for lunch in December. She is a multiple award-winning opinion columnist for The Florida Times-Union and a national columnist for BlackAmericaWeb.com, one of
the nation’s top websites for news and commentary geared towards African-Americans. The conversation dealt with civil rights, women’s and children’s issues, as well as issues of social justice, poverty and the distribution of wealth. Before taking time off for the holidays, Mickee Brown, John Allmand and the Forum Committee finalized work on the 2008 forums.

January 2008 saw participants ringing in the New Year with Fionnuala Geoghegan’s How to be a Treasurer training. Not to be outdone, the Social Committee partnered with Forum leaders Rhonda Williams and Lee Poechmann and had more than double the usual number of attendees at the Tastings Kickoff Social, sponsored by Pappas, Metcalf, Jenks & Miller.

As the 3 Years to Takeover Forum, sponsored by Fidelity Investments, breezed through February with great presentations, over 20 participants set sail in on the first of a three-part training on How to be a Board Member. All the YPA groups got together for the second Downtown Get Down on the 22nd, increasing the number of participants by 20 percent!

March came in like a lion Forum-wise. Rhonda and Lee chaired their committee through the conclusions of the 3 Years to Takeover and handed them over to John Allmand for development of their Action Plan. See the results on page 12. Rudy Jamison took time out with the Social Committee for some Food For Thought at the Publix Aprons complex, sponsored by AT&T. The training series, sponsored by Stellar, continued with Jane Jordan’s How to Fundraise.

Regions Bank generously partnered with Forward in April to bring our members the second workshop: The Power of Networking with Juanita Ecker. Juanita came down from New York to provide a half-day session at the Schultz Center with over 100 participants! Lauren and the Workshop Committee partnered with Mark’s on Bay Street to host a follow-up social the next day for participants to practice their skills.

May’s forum, Women in Leadership: Political Balance?, sponsored by Lewis, Longman and Walker, P.A., filled the house. Elexia Coleman-Moss facilitated the room-wide discussion with those interested in why the gender balance is off in the current City Council and what should be done about it. See the results on page 10. Part 3 of How to Be a Board Member wrapped up mid-month with a panel discussion with Carol Hladki, Cleve Warren, and Jack Morgan. The Food for Thought event, Code of the Streets, was held at JCCI with Laura Lane as facilitator and kicked off by Michael Hallett & Henry Thomas from UNF.

June begins with final details being determined for the Annual Meeting, hosted and sponsored by OE&S, and the release of the Year in Review Report. This new annual reporting style hopes to provide (1) pride to those who participated in our program about all that they accomplished, (2) hope to all those who are looking to get involved and (3) information about the work and the citizens that make Jacksonville a better place to live, work and play.

We could never do what we do without the support of our MEMBERS. Allow us to introduce you to...

James Adams
Oluyinka Ajirotutu
Anthony Allegretti
Scott Allen
John Allmand
Janice Ancrum
John Anderson
William Andrews
Ronald Autrey
Megan Baker
Steve Ballard
Lindsey Ballas
Karen Barakat
Oliver Barakat
Karen Barnes
Kristanna Barnes
Ronald Barton
Joey Batchelor
Charleen Bearup
Kathleen Bell
Lynn Bertram
Edward Birk
Mack Bissette
Blair Blackard
Thomas Blakely
Michael Blaylock
Yadira Botero
E. Zimmerman
Boulos
Vanessa Boyer
Michael Boylan
Susan Boylan
Herbert
Brackenridge
MEMBERS* continued

Alycia Bradley
Charles Bradley
Sheila Brady
Mickie Brown
James Brown
Lee Brown
David Burklebach
Linda Burnett
Susan Burroughs
James Busch
Giselle Carson
Lacree Carswell
Leslie Carter
Tuesday Cetin
Toni Chadwell
Jennifer Chapman
James Charles
Katie Chimelewski
Jeffrey Clements
Lee Ann Clements
Jeff Cole
Tabitha Collins
Cara Connolly
Michael Connolly
Adrienne Conrad
Jarik Conrad
Peter Corbin
Heather Corey
Keli Coughlin
Jane Craven
Paul Crawford
Frank Crocetti
James Crooks
Gardner Davis
John Delaney
Debbie Delgado
Louise DeSpain
Juan Diaz
Leah Donelan
Jarret Dreicer
Heather Duncan
Kurt Dunkle
Brenna Durden
Stephen Durden
Chrissy Edmonds
Kay Ehas
Stephen Elkins
Kirk Elmore
Pamela Elms
Sherry English
Jana Ertrachter
Anne-Marie Esser
Carolyn Ettlinger
William Fackler
Betsy Fallon
Christopher Fey
Jason Fey
Meg Folds
Muffy Forsythe
Ronald Foster
Gabrielle Franks
Joe Furry
Meg Gaffney
Mary Gebhart
Michael Giel
Dawn Gilman
James Gilman
Laura Giuffrida
Barbara Goodman
Peter Goplerud
Jennifer Grono
Andy Graham
Melinda Granlund
Hugh Greene
Melissa Gross
Heather Gwinn
Marcus Haile
Michael Hallett
Steven Halverson
David Hamilton
Amy Harrell
Martin Harrell
Susan Harrell
Trey Harrell
Nikole Helvey
Joye Hemingway
Hampton
Ruth Hepler
Aubrey Hershorn
Jon Heymann
Maggie Hightower
Chris Hionides
Carol Hladki
William Hoff
Jennifer Holbrook
Mary Claire
Holloway
Reynold Hoover
James Hopkins
Lauren Hopkins
Piko Horne
Bruce Humphrey
Carol Humphrey
Coralee Hunt
Franklin Hunt
Barbara Hunter
Ken Hurley
Kathy Ingram
Georgia Jefferson
John Jenkins
Tony Jenkins
Lacey Johnson
Sherri Johnson
Vincent Johnson
Russ Jollivette
Thomas Jury
Joanne Kazmierski
Catherine Kelly
Becky Klaas
Tom Klinkenberg
Douglas Klippel
Allison Korman
Kenneth Krismanth
William Kwapil
Martha Lanahan
Mary Langowski
Michael Lanier
William Larson
Jodie Leach
Circe LeNoble
Shawn LeNoble
Linda Levin
Terri Lorince
Melanie Love
Jacquelyn Lowe
Susan Loyd
Robert Lufrano
Alida Lupari
Frank Mackesy
Jennifer MacPhee
Jennifer Mansfield
Carla Marlier
James Marlier
Tonya McClarey
Casey McConnell
Bill McGibony
Jack Meeks
Jill Mero
Julie Merten
David Meyer
Brock Mikosky
Michael Miller
Jay Millson
Samantha Minton
Teresa Monson
April Moore
Kevin Morrow
Elexia Coleman-Moss
Richard Mott
Michael Munz
Jennifer Murphy
Joseph Nairon
Anne Nasrallah
Anthony Nasrallah
Nan Nelson
Joe Newell
Angela Nixon
Peter O'Brien
Bobbie O'Connor
Jim O'Leary
Marsha Oliver
Jason Olivieri
Michelle O'Rourke
James Overton
Adair Owen
Janet Owen
George Palmer
Lynn Pappas
Kimberly Parker
Lashun Parker
Melanie Patz
Pam Paul Dopf
Krista Paulsen
Kelly Peck
Nancy Pedrick
John Peyton
Carrie Plocher
Jay Plotkin
Lee Pochmann
Brenda Pollak
Jack Potter
Theresa Price
Cassius Priestly
Brenda Priestly
Jackson
Peter Racine
Marvin Reese
Florinda Reimer
Brett Relick
Karen Rerucha
Dan Richard
Gregory Richards
Judith Rodriguez
Teresa Rogers
Gene Ross
Katherine Ross
Joseph Rudi
Tom Ryan
Geoffrey Sample
Patricia Sams
Dave Scheele
Eric Schultz
Caitlin Sellers
Henry Seng
David Shacter
Terrel Shaw
Madison Shelly
Scott Shire
Elisabeth Shorstein
Michael Shumer
Andrea Siracusa
Richard Sisisky
Jared Skok
Lynne Slaughter
Tonya Smart
Lori Smith
A. Russell Smith
Jessica Smith
Leslie Smith
Lori Smith
Sharon Smith
Troy Smith
Alicia Somers
Michael Spigel
Jesse Stakes
Corrina Steiger
Martin Stein
Scott Stevens
Paul Stromberg
Darby Stubberfield
Tatyana Ta
Tarek Tabet
Brian Teeple
Brooks Terry
Joseph Thompson
Susan Towler
Nicole Trueblood
Jarrod Turner
Erik VanWey
Deborah Verges
Buffy Walsh
Julie Walther
Lowrie Ward
Michael Ward
Joel Warner
Nina Waters
Richard Weber
Edward White
Robert White
Jeffrey Whitson
Rachel Wical
Trigg Wilkes
Tabitha Wilkey
Diana Wilkin
Pam Wilson
Dottie Wilson
Meta Wilson
Pam Wilson
Anne Wind
Tina Wirth
DeSales Wisniewski
James Workman
Andrew Yang
Evan Yegelwel
Chuck Young
John Zell
Rose Zurawski
April Zuza

*member list includes all paid members between 7/1/07 – 6/1/08
Workshops are half-day seminars devoted to keeping JCCI Forward members involved, engaged, and connected to our community. These workshops provide a foundation for leadership skills by offering members the opportunity to learn and better understand the community in which we live through expert presenters in their fields.

Urban Safari: Destination Springfield!
Thursday, October 18th, 12:30 - 5:00 pm

On Thursday, October 18th, JCCI Forward hosted its Urban Safari: Destination Springfield. The Workshop gave participants a firsthand look at Jacksonville’s leading Historic District and featured a guided bus tour by Dan Blanchard. The tour of organizations included SPAR-Springfield Preservation and Restoration, Bethel Baptist Institutional Church, Meeks Ross Paulk & Associates, and the Karpeles Manuscript Museum. The group also toured the homes of the Meeks, the Bissettes and the Millers. Councilman Johnny Gaffney moderated a panel discussion on the Visions for Springfield that featured Louise DeSpain, President of SPAR-Springfield Preservation and Restoration; Joel McCEachin, City of Jacksonville; Jennifer Holbrook, a resident of Springfield and a representative from Petra Management. The workshop concluded at 9th & Main with storytelling about Springfield’s rich history by Christine Farley.

Thanks to Petra Management, Meeks, Ross Paulk & Associates, & SRG Homes for their support!

The Power of Networking
Wednesday, April 23rd, 8:00 - 12:00 pm

Juanita Ecker, recognized internationally as an expert in the fields of professional image and business etiquette, conducted a half day workshop The Power of Networking: Relationship Building Skills.

Over 100 joined Juanita at Schultz Center for Teaching and Learning Center for an interactive session on how relationships open doors every day. They learned about conversation starters, helpful do’s and don’ts, and how not to be a wallflower at social events.

Articles written by Juanita have been published both locally and nationally, and she is often featured on radio and television interviews. She is also the author of the book, Image Management: Image & Etiquette Tips for the Business Professional. For more information check her out at: www.professionalimagemanagement.com

Thanks to Regions Bank for their partnership on this Workshop!
TRAININGS

Leadership Trainings offer JCCI Forward members the opportunity to learn and improve their community leadership skills, the “How To” part of the program. Tomorrow’s leaders need to be armed with the skills and tools expected.

How to Make Community Decisions: Consensus and Facilitation Skills August 21
Objective: To learn techniques and tools to become a better facilitator and consensus-builder.

How to be a Chair: Effective Meeting and Leadership Styles September 18
Objective: To learn techniques and tools to lead and run effective, useful and timely meetings.

How to Speak in Public: Facing a Fear Worse than Death November 6th thru December 18th
Objective: To learn techniques and tools to become a public speaker. Training provided by Arlington Toastmasters. The internationally recognized Speechcrafters series teaches public speaking, speechwriting, effective listening and timing.

How to be a Treasurer: Reading the Numbers January 15
Objective: To educate participants on how to read and explain financial statements, including a glossary of terms for nonprofit and corporate organizations.

How to be a Board Member-Part One February 19
This first session offered basic information on nonprofit organizations and their boards. Topics included the evolution of nonprofits, types of boards and roles, responsibilities and risks of serving on a nonprofit board. Rena Coughlin and Leah Donelan from The Nonprofit Center of Northeast Florida presented.

How to be a Board Member-Part Two February 20 thru May 12
Participants shadowed an experienced nonprofit Board member based on their nonprofit area preference. They attended one or more nonprofit board meetings and learn more about the duties and responsibilities of board service.

How to Fundraise March 25
Objective: To provide the education and training on how to raise money for nonprofit organizations. Fundraising and campaign development skills training.

How to be a Board Member-Part Three May 13
A panel of nonprofit board experts shared tips and techniques for board service from their own experiences. The second half of the evening offered a facilitated peer discussion about the lessons learned from the board meetings and trainings.

Thanks to Stellar for supporting this series!

SOCIAL EVENTS

A variety of social events held throughout the year offered additional opportunities to participants, including:

Networking Socials allow members to connect with each other, strengthen relationships, and learn more about JCCI Forward. They were held at Inside Golf (July), Tastings (January), Mark’s (April), OE&S (June) and three Downtown Get Downs (September/February/June).

Food For Thought gatherings give participants the opportunity to network and discuss topics of the day. Topics included Eating Right, Young Nonprofit Professionals Network, Cooking for Life and the Code of the Street.

Mystery Guest Lunches provide participants the opportunity to engage with local leaders in an intimate lunch setting, hosted by JCCI’s Executive Director, Skip Cramer. This year’s mystery guests included Rick Morales, President of WJCT Board of Trustees and Morales Construction, City Councilman Art Graham and Tonyaa Weathersbee columnist with The Florida Times-Union.

Thank you to AT&T for supporting this effort!
**ISSUE FORUMS**

Issue Forums offer participants a venue to interact with respected community leaders and resource experts on issues of concern to Northeast Florida citizens. Participants explore issues critical to the community’s growth, seek understanding of related problems, and come to consensus on proposed action plans implemented for positive change. Forward covered four topics during the 2007-08 program, a 4-week mini forum, an 8-week full forum and two one-night events. **Thank you to ALL the resource speakers, presenters, and supporters for donating their time and resources throughout the year.**

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**Election January 2008: Will YOU show up?**

Over 4 weeks in October, this forum examined the stakes of the January 2008 election, explores recent voter turnout and asked what is needed to get you to the polls.

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**Key findings and needs:**

- The more competitive the race, the higher the turnout and dialogue surrounding the candidates and issues to be determined by the election. The January election will generate higher interest and turnout with the inclusion of the property tax amendment on the ballot.
- A lack of trust in the system, the candidate and the information provided about the issues result in lower turnout. Tying issues personally to voters can improve interest but improving technology related to voting may not increase the number of votes cast.
- Duval County citizens face a shortage of trusted sources to get and provide education about the voting process and candidate statements. Candidates provide uniform marketing materials that target the “frequent voter.” A lack of funds prevents more widespread information and new or non-voters from receiving candidate information.
- Each citizen has a personal responsibility to prepare for each election. No entity is charged with addressing the lack of voter commitment or voter apathy.
- The school system no longer provides formal civic training or civic education, thus creating a need to educate new and non-voters on the processes of voting.
- All those who are part of the system need to work together to improve trust in the system through greater transparency.

**Action plan:**

It was the consensus of the Forum committee members to proceed with the following plans for action:

- A letter of request will be drafted to JCCI to suggest the addition of a question on the next *Quality of Life* survey related to Duval County citizens’ trust in the local voting process, and to suggest revisiting the 1988 *Local Election Process* study.
- A letter of request will be sent to the Supervisor of Elections Office suggesting that candidate profiles and sample ballots be created for all elections-- at least electronically available on the Supervisor of Elections website.
- A presentation, by committee members, to the League of Women Voters will be made in an effort to partner with existing organizations to improve attendance at local candidate forums and to educate local citizens.
- A presentation, by committee members, to the Supervisor of Elections office will be made in an effort to partner with existing organizations to get their new video on the voting process out to citizens to improve attendance and educate local citizens.

**Community Resources:**

Matt Corrigan, Professor of Political Science, University of North Florida  
Cleveland Ferguson III, Assistant Professor of Law, Florida Coastal School of Law  
Jerry Holland, Supervisor of Elections, City of Jacksonville  

Adam Hollingsworth, Chief of Strategic Initiatives, Office of the Mayor  
Paul McCormick, Principal, McCormick Agency Inc.  
Ginny Myrick, Senior Policy Advisor, Holland & Knight

**Committee Members:** Fionnuala Geoghegan (chair), Marcus Haile (co-chair), John Allmand, Mickee Brown, Susan Burroughs, Joan Carver, Shannon Clarke, Irvin Cohen, Garrett Dennis, Leah Donelan, Leslie Goller, Fatima Hussein, Debra Jahns-Nelsen, Jennifer Mansfield, Heather McEachan, Jim Minion, Samantha Minton, Cheryl Murphy, Lashun Parker, Lee Poehmann, Marvin Reese, Patt Sher, Scott Shine, Jessica Smith, Kelly Smith, Jim Varian, Ben Warner, Dick Weber and Ken Wilson **Staff: Michelle Simkulet**

*Thank You to the Florida Coastal School of Law for supporting this Forum!*
This interactive forum provided an opportunity to discuss what matters most for the future of Jacksonville. Participants explored Jacksonville’s progress and identified areas of concern.

**Results:** Quality education; safe and secure city; healthy environment; responsible and responsive government; and inclusive health and social services emerged as critical components of the desired future for Jacksonville from the group. Nearly a decade has passed since the last review and the vision of an ideal Jacksonville remains the same. Many in the group expressed that they did not have the power to make the changes they suggested. However, with unitary elections and term limits, the power of the individual voter can change the destiny of Jacksonville.

**Attendees:** Ben Warner, **Facilitator**, Joe Adams, Lynette Austin, Mickee Brown, Susan Burroughs, Adrienne Cartagena, Kevin Cotton, Jim Crooks, Wayne Ezelle, Christopher Ford, Michael Giel, Amy Hays Holliman, Jennifer Holbrook, Deborah Jackson, Christy Jackson, Adrianne Lathrop, Circe LeNoble, Jennifer MacPhee, Clare Marshall, Gil Mayers, Roslyn Phillips, Marcus Haile, Jessie Lynn Kerr, Marvin Reese and Laura Reid.

*Thank You to the Coffman, Coleman, Andrews & Grogan for supporting this Forum!*

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**Women in Leadership: Political Balance?**

*The one-night forum was held on May 1, 2008*

This forum offered the community an opportunity to begin a discussion about the recent and current involvement of women in local political leadership, explore the different ways that women are engaged and encouraged to participate in the political process.

**In 2007...**

- 14 women ran for City Council (30%)
- 32 men ran for City Council (70%)
- 3 women won a seat on City Council (16%)
- 16 men won a seat on City Council (84%) [includes Jay Jabour]

*Why is there a lack of gender balance on the current City Council?*

- Many hope this is a temporary situation but noted there is a lack of understanding as to how women get involved in running for political office. Do they choose to run or does someone else choose them?
- There are no local training or education opportunities to learn what it takes to run for public office.
- Some had attended a training - *Early Money Is Like Yeast* which is a new way for women to engage in political fundraising (www.emilyslist.org).
- The “good old boys” network needs to be replaced by a “good old girls” network, though recent election results prove that the backing of such a network is not a guarantee of winning the election.
- The process for getting elected is not likely to change; women who want to get engaged need to learn and work the system in place. Resources, money and connections will always be necessary.
- Recruitment starts now. Everyone knows someone who would be a strong candidate for our community but we need to step-up, make the “ask,” and follow through with support and resources for that candidate.
- Fear is a factor for many women who may consider running for political office. The public scrutiny, regardless of one’s confidence and connections can turn good candidates off. Often women are held to unachievable standards and categorized as either a “Barracuda” or a “Princess”.

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**ACTION PLANS UPDATE**

**Election January 2008**

After a presentation to the League of Women Voters, **Forward** action plan members teamed up with **Katie Ross** (LWVJ) to host a “Getting out the 18-45-year-old Vote” event on April 11. Partnerships continue with the **Jacksonville Jaycees** “Get out the Vote” event set for the fall of 2008.

**Bridging Out Jacksonville**

An action plan group formed after the spring 2007 forum on gay, lesbian, bisexual and transgender (GLBT) issues. James Connor was asked to make a presentation of the findings to the Jacksonville Human Rights Commission. For more information on current activities check out the website: www.bridgingoutjax.org/

**Youth Suicide**

Jennifer Mansfield, on behalf of the Forum committee, accepted a **Community Leadership Award** from **Mental Health America** for the forum’s efforts to bring awareness to youth suicide issues locally.

**Public Spaces Jacksonville**

Stemming from the **Downtown... Greentown?** forum in 2005, action team members continue to meet with stakeholders on the Hogan Park project. Next steps include scouting for project funding.
Are we on the right track?

- There is a lack of diversity in Jacksonville’s public voice. Decisions are made every day without the benefit of varied views.
- The dialogue begins tonight about how the status quo is not acceptable.
- The pathways to power for women in our community need to be clearly defined and made accessible.
- Term limits have impacted leadership by increasing the opportunities for leadership. Not having to always run against an incumbent can be more attractive to potential candidates.
- We need to begin introducing young girls and women to the political process early. This includes running for office in high school and college as well as working on political campaigns, which provide valuable insights and confidence.

What is needed?

- We must educate ourselves on the candidates and they need to educate themselves on the community. It’s time to identify qualified candidates and be prepared to work for and with them.
- Potential candidates must prepare for hard work, intense expectations, and bad press.
- Candidates need support on many levels: emotional, mental, spiritual, financial, etc.
- Potential candidates need to be educated on the difference between support and obligation.
- Hire professionals to manage your campaign. Professionally prepared campaign materials, strategic management of the candidate’s time, careful tailoring of the message for differing constituencies are essential to success.
- Current and past female leaders have insights and experiences to share with potential candidates. They can mentor emerging leaders regarding the realities of running for and serving in public office. They can share information regarding the impacts - both positive and negative - to the candidate, their family and their careers.
- A mentor can share the history of the existing issues in the community and introduce other women to professional and civic organizations such as the Jacksonville Regional Chamber of Commerce, League of Women Voters, Leadership Jacksonville and JCCI.
- In order to win, women need not reinvent the process to win elections. All candidates must build a strong team for personal and campaign support. The personal team will take care of the needs of the candidates and her family. The political team will provide strong advisors in the areas of strategy, scheduling, public perception, technology, and finances. The strongest teams will be diverse and include both men and women.
- Women are harshly judged and criticized on issues of appearance and perceptions every day, especially by other women. Women need to support, not cut down, other women.

Elexia asked the attendees to share what they learned from this meeting and the “aha!” moments they heard:

- It is time to bind together, find strong candidates, and work toward political balance in our community for all our sakes.
- Educate yourself, engage in your community, and be part of the solution.
- Embrace those women willing to study, stand up and jump into the fray.
- It’s time to “woman-up”.
- Running for public office is not a hobby, it is a business.


Thank You to Lewis, Longman & Walker P.A. for supporting this Forum!
This forum examined the pending transition of leadership from the Baby Boomer generation, who begin turning 65 in 2010, to the upcoming leadership in our community in the areas of business, government and non-profit organizations. It explored succession planning options, identified what’s available and determined what’s still needed.

RESULTS

CONCLUSIONS

Local organizations, including for profit, nonprofit and government institutions need:

- greater awareness as to the urgency and value of succession planning preparations;

- improved educational opportunities (trainings and workshops) on succession planning;

- diversity in the groups addressing succession planning. Avoid being tied to tradition. It is not only for upper leadership;

- processes for intergenerational exchange of knowledge beyond the basic organizational information;

- long term, short term and immediate goals for succession planning; and

- commitment to implementation of succession strategies including strong leadership and urgent priorities.

Upcoming leadership need:

- continuing education to prepare them for succession; and

- a creative approach to work with outgoing Baby Boomer mentors in order to prepare for incoming leadership.

Incoming generations need to lead on this issue.

ACTION PLAN

- To seek a proclamation from the Mayor of the City of Jacksonville to raise awareness of the value and urgency of succession planning for our community.

- To create a toolkit (information manual) on the basics of strategic planning and its importance for our community’s future. It will include the ideas heard of how individuals can best prepare themselves for leadership opportunities.

- To develop a plan to launch the results of the succession planning toolkit.

- To use the media and other organizations to create awareness for the toolkit and the importance of beginning to plan now.

- To create buy-in for the succession planning toolkit from the President of the Jacksonville Regional Chamber of Commerce and resource speakers.

- To partner with existing organizations such as the Jacksonville Regional Chamber of Commerce, Young Professionals Alliance, local funders of nonprofit organizations and others to share the lessons learned and toolkit results.

Thanks to Fidelity Investments for supporting this Forum!
KEY FINDINGS

Organizations:
- There is a need for more urgency in business, government and nonprofit organizations to begin succession planning because it takes time to plan (anywhere from 5-15 years). The age wave of the Baby Boomers begins in two years and will last for the next eighteen.

- The variety of succession planning needs differ between small and large organizations. Corporations must allow themselves the resources and time to prepare their strategies. Small companies may lack resources to immediately address the issue easily.

- The three main areas of succession planning are to assess each organization’s: talent [competencies, needs and desires of employees] knowledge transfer [industry, relationships and products], culture [organizationally, leadership style, and the organizations attitudes, behaviors, and traditions].

- The intergenerational workplace tension will need to be addressed. Gen X and Gen Y have multiple job changes versus Baby Boomers who stay with a company until retirement.

- There is a need to redefine the terms *dues, retirement, work, recruiting* and *retention*. What system will replace seniority for leadership advancement?

- Jacksonville had a negative population growth rate of 5% in the 24 to 34 age range.

- Technology has changed the way work is accomplished; you don’t necessarily need to be in the office.

Individuals:
- Individuals wanting to lead will need to prepare themselves for the transition.
- They need to show ambition and drive to take the lead.
- The path of employee from industry to retirement is being redefined as many corporate folks are retiring to the non-profit sector and transferring their skill sets.

Community Resources:
- Rena Coughlin, Nonprofit Center of NE Florida
- Rick Mullaney, City of Jacksonville
- Jennifer MacPhee, Jacksonville Regional Chamber of Commerce
- Ron Hetrick, Aerotek, Inc.
- Kathy Kanter, Kelly Services, Inc.
- Preston Haskell, Haskell
- Melanie Patz, United Way of Northeast Florida
- Juan Diaz, ImpactJax/CSX
- Ju’Coby Pittman-Peele, Clara White Mission
- Mac McGehee, MacPapers
- J. Bryan Cooksey, McCall Service
- Blake Osner, JEA
- Kristin Gissaro, Independent Consultant

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