



**FEBRUARY 2020 EDITION**

**SAVE THE DATE**

**"Elevate"**

**Our Annual Business Meeting/Graduation**

**May 16, Evening Event**

## **PRESIDENT'S MESSAGE**

By Bob Childress, '11, Board President

What makes a great leader? Inspiration, effective communication, vision, delegation skills, confidence? These characteristics can be individually or collectively found within a great leader. We might also consider that being a great leader can also sometimes be lonely. Sometimes the leader position is a thankless one, or even confrontational with both human and environmental hurdles. There is a myriad of things that go into the life of a great leader and we are doing many great things to prepare the leaders in this year's class by giving them the tools to handle the ups and downs of leadership. As I consider these parts of leadership, I think of the story of Moses and the parting of the Red Sea. There had to have been a number of folks he was leading who said, "Is this guy on something?" "He has led us to our death!" And the one that has lasted for thousands of years "We don't want things to change, we want things to be like they used to be! We want to go back to Egypt!" Well fellow alumni, we are not in Egypt anymore. We are pressing forward, and we want you to come along the journey with us. There are significant and exciting changes happening to our organization, which we will discuss at the annual business meeting/class graduation. I highly recommend you attend.



Talking about great things, what is the one thing that all leaders have in common? Learning! We all must learn before we can be leaders and continually learn and change to be better and even great leaders. This year, Leadership Pinellas has taken steps to increase the learning experience, as mentioned in previous Leader Readers. Now we are going to the next level with the modernization of the organization which includes diving the mission of Leadership Pinellas by packing on more learning than ever before for the class. Starting

with the Class of 2021, we have installed the board member training program, in partnership with the Nonprofit Leadership Center, as a requirement for graduation. It will be an eight-hour day that will bring great awareness to the class and help prepare them for what they need to know to serve on a nonprofit board. We will also open 10 spots for alumni at a reduced rate. This will be a great resource to you if you are thinking of sitting on a board, or if you already serve as a board member.

In closing I leave you with this: "If you are working on something that you really care about, you don't have to be pushed. The vision pulls you." -Steve Jobs. I really care about this organization and though some days are harder than others trying to get to the next level, I find myself being pulled daily to greater things for all of us. Join me on this journey. Support the class at the annual event, come to the annual meeting and hear all the great things going on while supporting the class at graduation and get involved. Even if in a small way, like a sponsorship for the annual event or serving on a committee. Thank you for all your ongoing support of our organization and I look forward to seeing you soon at our annual event.

Sincerely,  
Bob Childress, President '11 (Lead On)  
727-543-5746 Cell



## MESSAGE FROM THE EXECUTIVE DIRECTOR

By Jennifer McGrail, Class of 1999

The Class of 2020 learned a lot about education in Pinellas County. The Education Committee did a great job of exposing the class to some aspects of education. The class was welcomed at Academy Prep to start the day. The inspirational message and kids at Academy Prep were a great way to start the day. Next, they were treated to several performances by students at Perkins Elementary, including a steel drum group, tap dancers, and a string ensemble. USF St. Petersburg provided a beautiful setting for lunch and speakers from Pinellas Education Foundation, Lunch Pals, and USF St. Petersburg.

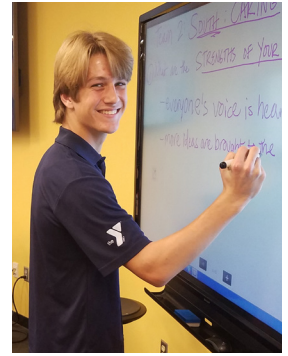
The class was then able to learn at the St. Petersburg College Collaborative Labs, and they finished the day with desserts and a tour of Pinellas Technical College. There is always something to learn in Pinellas County.



# YOUTH LEADERSHIP PINELLAS: BUSINESS AND TECHNOLOGY DAY

By Joshua DeWese

In the modern-day global economy and the development of corporate America, many people often forget the impact that local businesses can have on the regional economy and culture of the area in which they reside. This month in Youth Leadership Pinellas, we got a first-hand introduction into some of the unique and interesting niches that companies in our area occupy. During our nine-hour stint, we visited the Nielsen Media Group, St. Petersburg College, Tampa Bay Rowdies, Bay News 9, and even had a presentation by Dev Pathik, founder of Sports Facilities Advisory.



We arrived at the Nielsen Media Group offices at 8 in the morning, still trying to shake ourselves awake and wipe the exhaustion from our eyes. However, we were immediately woken up by our entertaining and jovial guide, Randy. He represented the Nielsen Media Group's 2,000 employees and explained to us their main objective: determining audience size and composition of television programs in the United States. Their founder and namesake, Arthur C. Nielsen, began the company in 1923 during the height of the Roaring Twenties, in which consumerism and marketing became the center of American economics. He began by measuring which people were buying which packaged goods in grocery stores. Companies would pay him to give them detailed reports on the demographics of their buyers, as well as where to place them in the store to maximize profit. However, the company has updated its research fields to keep up with the times. They first analyzed radio listeners and then expanded into the demographics of television viewers in the 1950s. Clients, such as P&G, Fox, Coca-Cola, and CBS, pay Nielsen to give them reports on the breakdown of the ages, gender, and ethnicity of viewers of certain programs to better target their commercials to the intended audience. Nielsen has stayed at the front of the pack for the better part of a century by continually innovating the way in which they gather information. Their corridors and rooms are decorated with US Patents for new and innovative analytic technology. They remain leaders both in the television industry and their community, giving their time and energy to nonprofits and groups like Leadership Pinellas.

Our next stop, to St. Petersburg College's (SPC) corporate campus, completely changed gears from the topics discussed at Nielsen Media Group. The modern campus, started in 2004, is used primarily for job fairs, business planning, and support plans for corporations. Because of the hand SPC can play in our community, influencing how businesses form and function, they have learned to teach their clients to play to their strengths. To demonstrate, they designated a game to categorize the 30 of us into four different types of strengths: North, East, South, and West. The ultimate goal of the exercise was to emphasize the need to go through life playing to our strengths, and to work with people who fill in our weaknesses, creating a strong collaboration of different-minded people. If you can successfully implement this in your life, you will be better off than around 80% of people. A Gallup poll suggests that in our daily lives, only two out of every ten people use their strengths to their advantage, begging the question: Do you?

Following SPC, we hoofed it from Clearwater all the way to 1 Tropicana Drive in St. Petersburg, the home of the Tampa Bay Rowdies, our local soccer team. Their history is a twisting one, with their first start in 1975 and until the early 1990s, consistently dominating in the National American Soccer League, even winning the Soccer Bowl championship in their inaugural year. They then came under new management and a new front office in the 2008-2009 season as FC Tampa Bay, but later obtained the intellectual property rights to be renamed as the Tampa Bay Rowdies. With the renaming came a resurgence of domination akin to the original 1975 team, and in 2012 they won the Soccer Bowl championship again. Interest in the team increased dramatically, and only two years ago, the Rays bought the Rowdies and Al Lang Stadium. They put 5 million dollars into a renovation of the former baseball stadium turned soccer pitch, implementing a media box, new seating, and a secondary practice field. In total, the Rowdies have 20 front office staff, 5 coaches, 23 roster positions, and 25 people operating and

maintaining the stadium. It takes a well-oiled machine and the constant dedication of its parts to continually run smoothly, even in an often not thought about companies like major sports teams. The workers behind the scenes are as, or perhaps even more, important than the players in the spotlight. Their coordination is imperative to the team's continued success.

Nowhere is chemistry, coordination and dedication more imperative to daily success than in the journalism world, though. In touring Bay News 9, we were privy to the goings-on of 24-hour news and how they logistically record enough footage to supplement this time. Part of their success is their first goal: delivering accurate information to the public. Bay News 9, a Spectrum news channel, focuses on news at the global, national, state, and local level. This can include anything from politics, new state legislation or programs, or local occurrences or stories worth telling. We even were fortunate to glimpse into the part of Bay News 9 that is most often relied upon: their weather and traffic updates. Josh Linker, Bay News 9's lead meteorologist, answered our questions about the production of the weather updates, telling us that on a normal day they will be live with the weather at 6 and 7 in the morning, and at 5, 6, and 7 at night. Throughout the rest of the day, the weekly forecast and any predictions are pre-recorded the morning before. However, if there is a major storm, such as a large rainstorm or hurricane, the weathermen and meteorologists will broadcast live during the day, ensuring that the citizens of the Tampa Bay area are updated and informed, ensuring that we stay safe and protected, an important job in modern society.

Lastly, we returned to the Arc of Tampa Bay at the Long Center for a presentation that combined everything that we had learned so far that day into more introspective and philosophical concepts. Dev Pathik, successful businessman and co-founder of Sports Facilities Advisory combined the analytics of the Nielsen Media Group, strengths from SPC, and dedication of the Rowdies and Bay News 9 into the most important skill he has learned in life: self-coaching. Pathik suggests that you should constantly be pushing yourself to become the best possible version of yourself, and that with the right mindset, you can have anything you want in life. It is a taught practice and takes conscious thought and intention to get better at it, just as with learning a new sport or language. This self-coach must act as a little voice in the back of your head, pushing you past your limits to increase your skillsets. Because life is all about movement and change and betterment. If you remain stagnant and at a stand-still in your life, how large is your legacy? What impact did you leave on the earth? Pathik advocates that to leave a positive mark on the world, to lead a good life, altruism and voluntarism are necessary. Helping people with their lives will in turn help you walk a pure path in life as well.

Youth Leadership Pinellas is something that we as students should never take for granted. Through our monthly field trips, we, with our young and impressionable minds, are presented with new and intriguing pathways to walk along in our lives. These monthly meetups can be – and most likely will be – the seedlings of ideas or philosophies, slowly germinating in the backs of our minds, their roots digging into our consciousness and affecting our decisions for the better as adults. Pushing us to strive for more. To become less ordinary. To live remarkable lives, benefiting both ourselves and the world around us. To be leaders. Because it doesn't matter what profession we each individually decide to pursue, such as statistics and economics, mechanics or trade jobs, sports marketing, or journalism. If we have a hunger, a yearning, an intrinsic and deep-rooted perseverance to become the best version of ourselves, we will make a positive impact on the world. Because, as Dev Pathik enunciated, "To be extraordinary, you must do extraordinary good for others."





*Attend  
this great  
event and  
LEARN  
about  
Leadership  
Pinellas!*

# LEADERSHIP PINELLAS WANTS YOU!

JOIN US FOR THIS YEAR'S SNAPSHOT EVENTS

**March 25, 5:30 – 7 p.m.**

John's Hopkins All Children's Hospital  
600 5th St. S., St. Pete, 33701

**April 22, 7:30 – 9 a.m.**

Breakfast at Ruth Eckerd Hall  
1111 McMullen Booth Rd., Clearwater 33759

Come and learn about Leadership Pinellas! Meet current class members, alumni and board members. Find out how you can become part of one of the most comprehensive leadership development programs in the area!



# LEADERSHIP PINELLAS SOCIAL



## WANT TO BE A MEMBER OF YOUTH LEADERSHIP PINELLAS?

JOIN US FOR THE YOUTH LEADERSHIP PINELLAS  
RECRUITMENT SOCIAL

**WHO** Students entering 10<sup>th</sup>, 11<sup>th</sup>, and 12<sup>th</sup> Grade and your Parents

**COST** Free

**INFO** **February 25<sup>th</sup>, 2020**  
6 - 7:30pm ~ Bardmoor YMCA  
Board Room, 8495 Bryan Dairy Road  
Largo 33773

**February 27<sup>th</sup>, 2020**  
6 - 7:30pm ~ The Arc Tampa Bay  
The Long Center, 1501 N Belcher Rd, Ste. 249 (upstairs)  
Clearwater 33765

Come and learn about Youth Leadership Pinellas  
and talk to members of the current Class! You'll be glad you did!

**RSVP BY February 24<sup>th</sup> to**  
[bsiracusa@theartctb.org](mailto:bsiracusa@theartctb.org)



YMCA OF THE SUNCOAST

*Attend  
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# YOUTH LEADERSHIP PINELLAS SOCIAL