



# LeaderReader

**AUGUST 2020 EDITION**



## **2020-2021 LP BOARD OF DIRECTORS PLANNING RETREAT**

Board members are planning for the year while following safe distance and mask protocol.

Thank you Ricky Butler '15 for coordinating this for us at the Pinellas Park Public Works Building.

## **PRESIDENT'S MESSAGE**

By Kimberly Berfield, '97, Board President

In these strange and unprecedented times, principled leadership is required now more than ever. That is why I would like to thank you for affording the Leadership Pinellas Board of Directors an opportunity to work systematically and strategically through addressing the numerous disrupters and challenges to set the stage for a shared and successful future.



Traditionally, at time of adversity many meet the struggle with resistance to change in an effort to adapt to the disruption. However, I am pleased to share our Board has done exactly the opposite. The Leadership Pinellas Board of Directors has responded with innovation and agility.

While we are eager to return to our regular business and offer Leadership Pinellas' starship program, the Leadership Pinellas Board of Directors has diligently worked to reconfigure our intensive nine-month program to provide a safe and healthy environment.

First, the Board has chosen to extend the Leadership Pinellas Class of 2021 recruitment deadline to September 18. The selection process will remain a rigorous and competitive process. The Class of 2021 will be a 24-seat class instead of the traditional 42-seat class. A 24-member Class of 2021 will permit us to implement a Stay Safe environment for our class members, staff, alumni and community. Additionally, it will permit us to adapt quickly to the evolving guidance provided by the CDC, state and local government if necessary. Class participants will still be chosen based on a combination of application and interview scores by a Selection Committee of Leadership Pinellas alumnus from October 5 through October 8. As the selection dates draw nearer we will review guidance to determine if it is safest to conduct these interviews in person or virtually.

Second, we are approaching the Class of 2021 as an occasion to evaluate our processes, address questions new alumni have raised over the past three years, identify efficiencies, realize untapped markets, and enhance our technology to improve who we are and what we do. To achieve this we will be reconfiguring how we present this year's program in a safe environment. The class duration will extend from January to June. We will be offering four regional program days and five program days focused on specific facets of our community. The regional days will encompass Arts & Culture, Business & Technology, and Government & Infrastructure, as well as Environment & Tourism in north county, Clearwater, mid-county, and St. Petersburg. The five remaining days, Criminal Justice, Education, Emergency Services, Health Day, and Human Services, will stand alone. Our goal is to offer the regional days at the start of the year as class members can easily provide their own transportation and build confidence in our Stay Safe environment, and we will not be going to numerous locations. The manner in which we coordinate the remaining five days will be reliant upon how our environment shifts. This will be a unique translation of our experience, but one which is unique and exciting for the Class 2021, comprehensive, and mission worthy.

Third, we have established a Staying Safe protocol, which utilizes the best-known practices:

**Wear a mask when in public**, especially when inside buildings (e.g. businesses, public transportation, grocery stores, retail stores, and restaurants). Only remove your mask when actively eating or drinking.

**Practice physical distancing in public** (stay 6+ feet away from others when possible). Avoid crowds larger than 50 people, especially busy beaches, theme parks, bars and nightclubs.

**Clean and sanitize your hands often.** Your hands immediately become contaminated when touching surfaces that other people touch (e.g. doorknobs, elevator buttons, retail products, and furniture).

**Before removing your mask, sanitize your hands** or wash with soap and water.

Finally, to minimize the further spread of COVID-19 we are implementing a preventive measure of signing a waiver of liability. At the start of each program day, class members will be asked to sign the waiver. Class members, staff and alumni may also be required to complete a similar affirmation at locations highlighted during each program day. Our thanks to Caitlein Jammo '18 for her assistance in generating this document for us to use.

We have advised our current applicants of these changes. We will be updating our website to reflect these changes shortly and posting a video to outline how we will be providing a safe and healthy environment for our 2021 Class.

On another note, we have established the Inclusion, Diversity and Equity Committee, which will focus on providing recommendations to our Board on how we can better integrate moments into our program days and within our community to provide a more diverse group of emerging and existing leaders with the opportunity to develop as leaders.

We have been hard at work defining an innovative manner that maintains the quality of our program and reputation.

Loyally,

Kimberly Berfield  
Johns Hopkins All Children's  
Leadership Pinellas President



## BUDGET

By Tim Lima, Class of 2016

As we've shared with you, the Board of Directors has agreed to a significantly reconfigured program for FY2021. This reconfiguration, along with other COVID impacts, has of course significantly adjusted this year's budget from those in the last few years. This year's class program dates have been delayed, class size has been reduced significantly to 24 members and the class fee adjusted up to \$2,700. While this represents a significant reduction in our tuition revenue, we are projecting only

a small decline in our other revenue sources due to the impacts of COVID on the economy. Currently, 250 alumni have renewed their membership and we have secured almost all prior year sponsors.

A great thanks to each of you for your continued support to Leadership Pinellas!

Overall costs are slightly increased from last year due to the impacts of COVID and a key initiative, which the Board has approved to undertake to ensure the long-term sustainability and to further increase the outreach and success of Leadership Pinellas, its alumni, and the favorable impact we believe we can have on our community. Some of these increased costs include individual rooms for all class members for the Tallahassee trip, COVID safety and other supplies, and further enhancements to our website and marketing and data analysis activities to assist with further recruitment and alumni engagement for the years to come. In addition, an Inclusion, Diversity and Equity Workgroup has been established and the Board has allocated funding this fiscal year for some internal and community work to start our long-term efforts in this key area. Additionally, the Board has agreed to evaluate and perhaps begin planning an annual signature fundraising event this year (stay tuned!).

Our cash on hand in excess of required funding reserves are more than sufficient to get our organization through the fiscal year and beyond based on our current budget/forecast of this year's COVID impacted program. Our Board will evaluate each expense with a critical eye to ensure, to the fullest extent possible, the continued preservation of our strong financial position throughout this fiscal year and beyond.

Tim Lima  
Lima & Associates, LLC  
Leadership Pinellas Treasurer

## NEW ALUMNI DIRECTOR

By Beth Tasis, Class of 2020

My experience being a part of the Leadership Pinellas Class of 2020 was remarkable! I am incredibly grateful to the friend and colleague who introduced me to the program and to my fellow 2020 classmates that afforded me the opportunity to continue my Leadership Pinellas journey on this year's Board of Directors. I am both excited and committed to lending my recent view of the class experience to advocate for quality engagement and programming content that is a positive reflection of all of us.



This year's board is faced with the significant challenge of recreating the same high impact experience, not just given the obvious set of pandemic imposed circumstances, but in a way, that moves Leadership Pinellas closer to diversification of its recruitment strategies, program execution, and community involvement. It has been both motivating and reinforcing to witness the investment of this organization's tenured Alumni and their overwhelming commitment to rendering a high degree of integrity in all that Leadership Pinellas has to offer. I have had the opportunity to learn from the thoughtful conversations and considerations of past failures, burdens and success. I am happy to report that great progress is being made.

I strongly encourage my New Alumni peers to stay connected and to get involved as we prepare to welcome the Class of 2021. They have a tough act to follow!

Beth Tasis

Associate Executive Director, The Arc  
Leadership Pinellas Director

## ON THE MOVE

Today, now more than ever, it is important to stay connected. We have alumni who are changing jobs, and we want to make sure we all stay in touch. Please make sure you share your employment updates so we can spread the word of your success.