



# LeaderReader

OCTOBER 2020 EDITION

## PRESIDENT'S MESSAGE

Kimberly Berfield, '96, Board President

Let me start by saying, go Bolts! Wasn't it great to experience an exciting and normal moment like the Tampa Bay Lightning bringing home the Stanley Cup?

These past ten months have taught us many things, but we can all agree that we have learned there is always room to improve. As our Selection Committee chaired by Rebecca Watson '19 begins their work, I wanted to take a moment and share with you how we are striving to improve this process.

The Board of Directors received constructive feedback and recommendations after the 2020 Class Selection Process concluded last year. We were enlightened on how our organization can improve the recruitment and selection processes. To achieve this for the 2021 Class, we have driven efforts to increase awareness of Leadership Pinellas in areas of the county which historically we have had a low representation. We have sought to attract a more diverse applicant base by hosting recruitment efforts in various community areas. Evaluation and revamping our selection process have occurred. This will allow us to identify blind selection practices, diversify our committee membership, and provide an opportunity for greater inclusion, equity, and diversity. This will allow us to maintain the importance of keeping an open mind to adjusting the interview and ranking procedures to secure a diverse and inclusive class through standardized questions based on organizational values to evaluate relevant skills and competencies. Thanks to our Selection Committee's willingness to pursue a more formalized methodology. We hope to achieve greater diversity which better represents our county.

We look forward to introducing our 2021 Class members soon. We plan to bring them together for a county-wide scavenger hunt which adheres to the current governmental and regulatory safety protocols in November. More details around their first class event and pictures to come as events occur.

In the meantime, I would like to acknowledge Jan Tracy '96 and Lynn Fuhler '89 who have graciously volunteered to work with me on updating our bylaws. You may not be aware of it, but our bylaws were last revised in 2010. During the past ten years we have deployed an electronic voting system. Three years ago the Board of Directors' meetings were moved from the first Wednesday of the month to the third (to allow the Treasurer to complete the most current financials). Both process changes have placed our Boards of Directors in opposition with the current version of the bylaws as well as with the recent global pandemic. Over the next



three months we will be working to address these discrepancies and will present revision recommendations to the Board of Directors for consideration with the intent of providing the approved recommendations to the membership the beginning of next year. This will provide us with ample time to discuss and answer any questions the membership may have prior to the May General Membership meeting when we will be voting.

I have been contacted by many of you regarding the communication you are receiving from our board members. It's a positive environment to have the opportunity to be associated with a group that has selected a cohesive, focused and collaborative group of alumni, who are working hard to meet our mission by being responsive to all that is going on around us. Thank you to all for playing an active part in the success of our organization.

Below you will read about Matt Campbell's '15 efforts to provide an ongoing social aspect of our organization. Beth Tasis '20 will be sharing an update on the work she, Zelda O'Connell '20, Joe Riddle '20, and Kathy Prossick '20 have done in collaboration with the Pinellas Community Foundation to ensure we have strong RFP responses for the 2021 Class to select their class project from in December. Ricky Butler '15 will be sharing a status report on how our Program Day teams are coming together.

I would encourage you to reach out and let me or Jennifer McGrail know if you are willing to join us and assist us during these unique times.

I know we are all waiting for some kind of normal to return. Please enjoy the beginning of fall, return of football, and Halloween at the end of the month. Be sure to be safe and stay healthy.

Loyally,  
kb



## PROGRAM DAY CHANGES

Ricky Butler '15

Our program is the cornerstone of the Leadership Pinellas experience. Whether or not an informative, engaging program could co-exist with COVID-19 is something that our board of directors discussed at length. During these discussions, we took the opportunity to do some introspection regarding our programming and seriously consider concepts and suggestions brought to our attention in the last couple of years. The Class of 2021 will be unique for a whole lot of reasons, so we're going "all-in" with significant modification as to how we deliver our program.

Facilitating the program is always a heavy lift—from coordinating the stops themselves to how the day fits together geographically. We've received feedback from recent class members that a significant amount of time is lost in transit as the class criss-crossed the county over the course of the program day. Recent graduates suggested that we explore "regional" program days that encompass multiple program topics within a geographical area. We thought this was an intriguing idea and felt it was crucial to maintain a countywide perspective that illustrates how these essential systems, whether healthcare or education, work together. Over the last several months, we spent some time discussing the concept and came up with a hybrid of our traditional structure and our new, region-based approach.

The 2021 Program Year will feature four region-based days that will feature North Pinellas, Clearwater, Mid-Pinellas, and St. Petersburg. Each regional day will combine Arts & Culture, Business & Technology, Government & Infrastructure, and Environment & Tourism. This new approach will allow these areas of the county to shine in a more practical, community-centered way that will highlight unique businesses, infrastructure, and experiences that the county has to offer. Criminal Justice, Education, Emergency Services, Health, and Human Services will remain stand-alone days to show how these respective systems integrate and deliver their respective services to our community.

We recognize that this is a significant change, but we hope it is welcome. We must continuously look for ways to adapt and improve our program under normal circumstances, let alone the insanity that has been the year 2020!

## CLASS OF 2021 PROGRAM DATES

### **December 4 & 5, 2020**

Opening Retreat

### **January 13, 2021**

North Pinellas Day

### **January 27, 2021**

Clearwater Day

### **February 10, 2021**

Mid Pinellas Day

### **February 24, 2021**

St. Petersburg Day

### **March 10, 2021**

Education Day

### **March 24, 2021**

Human Services Day

### **April 5-7, 2021**

Tallahassee Trip

### **April 21, 2021**

Emergency Services Day

### **May 5, 2021**

Criminal Justice Day

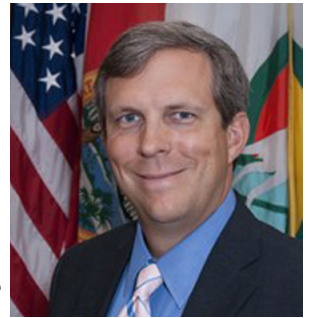
### **May 19, 2021**

Health Day

## SOCIAL EVENTS TAKE TO THE WATER

Matt Campbell '15

The Annual Leadership Pinellas Raft Up at Three Rooker Island was a victim of the weather this year. A few alumni made it out to the island, despite the stormy skies. Thank you to those that made it, and let us look forward to what's next.



October is upon us, and the weather is still suitable to enjoy the water activities we are fortunate to have at our fingertips. Join your LP alumni friends on Saturday, October 17, for the first LP Rainbow River mini-float. Now is your chance to spend some time floating in one of Florida's most beautiful spring-fed rivers. This trip is for anyone who can swim, scuba dive, snorkel, or likes to float. We will meet at KP Hold Park on Rainbow River in Dunnellon, a 2-hour drive north of the Tampa Bay area. Pack a towel, change of clothes, your snorkeling or scuba equipment, and wetsuit if you are so inclined. The cost is \$5 per person to enter the park, and then \$10 per person to utilize the Rainbow River shuttle. The shuttle will pick us up at the dock and ferry us about 1.5 miles upstream, where we will jump in and drift back down to the park and our cars. Our time in the water will be approximately two hours. You must be a good swimmer and be very comfortable in the water in an unsupported capacity. There will be no restrooms while on the water, and you will only be able to touch the bottom in a few places. Kids and other less confident adults are welcome but must be supervised at all times, and under the watchful eye of a confident adult. No coolers are permitted, and only reusable water bottles are allowed on the river. After our time on the river, we will travel about 20 minutes for lunch at Stumpknockers on the Withlacoochee River.

Then, on Thursday, November 12, LP will travel by ferry boat for the annual Progressive Dinner. This popular event starts at the Clearwater Ferry dock located in downtown Clearwater under the Clearwater Beach Bridge. Our group will board the ferry and travel to Clearwater Beach for happy hour and sunset at the Sandpearl resort. From there, we will ferry to Island Estates for dinner at Island Way Grill. After dinner, the ferry will return to the dock in downtown. There is a \$15 per person fee for the ferry (cash only). We will depart promptly at 5 p.m., so the group will meet at 4:30 p.m. for boarding. And, there is always a chance of some cooler weather on the water, so a light jacket or sweater is a good idea. This event will have limited capacity, so register early to reserve your spot.

For these and all LP events, use the following link for more details and to register:

**<https://www.leadershippinellas.com/events/>**

Please direct any questions to **[campbellm@kennethcityfl.org](mailto:campbellm@kennethcityfl.org)**



## **NOW ACCEPTING REQUEST FOR PROPOSAL APPLICATIONS!**

Beth Tasis '20

As preparations continue to welcome the Leadership Pinellas Class of 2021, the Board of Directors recently voted on a few modifications to the Request for Proposal (RFP) process that will be used to help facilitate the selection of future class service projects.

The Class of 2020, in collaboration with Pinellas Community Foundation helped to establish much of the groundwork for this process. Last year, the class designed a Request for Proposal process and an application that was pushed to local non-profits via the foundation's existing grant management system.

This year's RFP process will look similar; however, the process will begin prior to the initial class meeting. The RFP will be launched in the beginning of October and will run the entirety of the month. A small committee of 2020 Alumni including Zelda O'Connell, Joe Riddle, and Kathy Prossick have graciously volunteered to support this process. A minimum of three proposals will be selected by the committee and approved by the Board of Directors. These prospective projects will be presented to the Class of 2021 at the opening retreat in December. The class will vote to prioritize the projects and will select a minimum of one for completion by the end of the calendar year.

The service project is such an important piece of the incoming class program. These modifications have been made to ensure participants have the opportunity for a meaningful class experience in leadership through service. We feel confident that implementing the formal circulation of an RFP that is launched with cadence can only strengthen Leadership Pinellas and its position as an active community partner.

If you know of a local deserving organization that could use a helping hand, please let them know about this opportunity and encourage them to apply on Pinellas Community Foundation's website.

## Thank You to Our 2020-2021 Corporate Sponsors

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## Thank You to Our 2020-2021 Alumni Boosters

Liza Carter '07  
Coleen Chaney '18  
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