



The Central Florida Political Leadership Institute Announces Applications Now Being Accepted for 2013 Campaign and Public Policy Class

-Future Political Candidates in Seven County Region Encouraged to Apply by August 9, 2013-

(Orlando, FL) – The Central Florida Political Leadership Institute (PLI) today announced applications to be considered for the 2013 PLI Class are now being accepted through Friday, August 9, 2013. PLI is an innovative, groundbreaking initiative designed to strengthen and equip the region's future leaders with training prior to their decision to run for public office. Already, 12 members from the first five PLI classes have been successfully elected to state and local public office in Central Florida.

The 2013 Institute sessions will be held Thursday, October 24 through Saturday, October 26, 2013 on the campus of the Roy E. Crummer Graduate School of Business at Rollins College in Winter Park. During the course of the bipartisan two and one half day session, Institute participants will hear from prominent state and national experts discussing a broad range of topics – government, media, campaigning, fundraising, ethics and key public policy issues.

“The Political Leadership Institute is a nationally recognized program that serves as a primer for potential candidates,” said Linda Landman Gonzalez, the 2013-2014 Chair of BusinessForce who leads the PLI effort. “PLI prepares our future officeholders with the public policy tools they need to represent our region well at the local, state and federal levels,” concluded Landman Gonzalez, vice president of the Orlando Magic.

There is no cost to apply or attend. PLI is made possible by the support of its sponsors including **ARDA** (American Resort Development Association), **AT&T**, **Bright House Networks**, **Central Florida Partnership**, **Clear Channel Outdoor**, **Orlando Magic**, **Roy E. Crummer Graduate School of Business at Rollins College**, **SeaWorld Parks & Entertainment**, and **Universal Orlando Resort**.

Following the Institute, quarterly Mentoring Workshops will be scheduled throughout the year focusing on timely and relevant campaign management and public policy topics of interest. Applicants from the seven county Central Florida region, which includes Brevard, Lake, Orange, Osceola, Polk, Seminole and Volusia, are encouraged to apply.

Working closely with Michael L. Ketchum, President of BusinessForce, will be Christina Johnson, Director of the Central Florida Political Leadership Institute. Ms. Johnson is President of On 3 Public Relations and is one of Florida's most highly regarded political and public affairs consultants.

A Selection Committee consisting of Investors and Members of BusinessForce will review the strength of applications, conduct personal interviews and select twenty-five (25) participants, ensuring representation from a wide range of business, civic and community organizations across the seven-county Central Florida region. The application deadline is Friday, August 9, 2013.

Applications are online and may be accessed at www.orlando.org/pli . For additional information, please contact Mike Ketchum, President of BusinessForce at 407.835.2464 or via email at mike.ketchum@orlando.org, or Christina Johnson, Director of the Central Florida Political Leadership Institute at 850.391.5040 or via email at Christina@on3pr.com.

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