



The Central Florida Political Leadership Institute Announces Applications Now Being Accepted for 2015 Campaign and Public Policy Class
-Future Political Candidates in Seven County Region Encouraged to Apply by August 21, 2015-

(Orlando, FL) – The Central Florida Political Leadership Institute (PLI) today announced applications to be considered for the 2015 PLI Class are now being accepted through Friday, August 21, 2015. 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, 14 graduates from the first six PLI classes have been successfully elected, or appointed, to state and local public office in Central Florida.

The 2015 Institute sessions will be held Thursday, October 8 through Saturday, October 10, 2015 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 Craig Swygert, the 2015-2016 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 Swygert, President – Orlando Division, Clear Channel Outdoor.

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

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. Mrs. 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 21, 2015.

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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Affecting positive change in the Central Florida Region requires strong "[Regional Public Policy Advocacy](#)" - an important line of business for the Central Florida Partnership. [BusinessForce](#), our "Political-Action-Arm," is making a positive difference by sharing important regional conversations, encouraging and supporting candidates for public office, and helping to guide civic, political and business leaders about the future. Working together with [Orlando, Inc.](#) (Regional Entrepreneurship), [Leadership Orlando](#) (Regional Leadership), and myregion.org (Regional Research & Resolves), the [Central Florida Partnership](#) is moving "Ideas to Results."