

Myregion.org

Goals & Objectives

With seven counties, 86 cities, thousands of business and community leaders, and millions of concerned residents, how can myregion.org effectively help Central Florida organize to create a better future? By setting clear goals and objectives, we can give regional leaders the roadmap they need to move our region into tomorrow.

Our Goals:

- Organize and train regional leaders
- Conduct regional research to guide regional efforts
- Identify key issues and opportunities
- Nurture an understanding of regional collaboration

Our Desired Outcomes:

- Build a new regional mentality
- Strengthen and create regional coalitions
- Maximize opportunities and address challenges

Our Key Initiatives:

- Create the common framework for regional dialogue
- Evaluate the challenges and opportunities of our region
- Prepare leaders within our region

Five core values:

Inclusion: The development of a regional framework is dependent upon participation at every level. Inclusive representation of profession, background, gender, race, geography, thought and action will insure success.

Partnerships: Regionalism is the triumph of cooperation over competition. Collaborative partnerships have proven successful because they recognize and maximize the strengths and expertise of every participant.

Regional Thinking: In the new millennium, technology has virtually erased the traditional boundaries of doing business. "Location" no longer ensures profitability. The Central Florida Region must be able to respond effectively and efficiently to the demands of the global marketplace.

Exploration & Discovery: A common knowledge base of community assets across the seven-county region will enable leaders to set aside parochial priorities in order to address critical challenges and visualize opportunities for the future.

Consensus Building: One of the most important components of myregion is the opportunity to build relationships and provide a "safe" environment for dialogue and debate. These discussions

will build a comprehensive understanding of the competitive realities facing the region and the need for integrated thinking and regional action.

Project History

myregion.org wasn't born in a corporate boardroom. No one dreamed it up in a government chamber. *myregion.org* came from Central Florida's people -- their questions, their worries, their hopes for our community.

Light Rail, a penny sales tax, school reform, the 2012 Olympic bid -- all of these issues needed some common ground, some consensus to succeed. Sometimes we were able to work together and make it happen, sometimes we weren't.

After listening to their members, constituents and customers, 18 public and private organizations came together and identified a void in Central Florida. We all wanted to work together, but this region had no sense of itself. We have plenty of resources and tools at our disposal, but there was no place to bring it all together; no place to combine the power and potential of this community to create something really special. Residents and leaders have no place to go to put their heads together and figure out how to make this region a better place for everyone.

Beginning in 1999, the Funding Partners set out to fill that void. *myregion.org* is the result of their teamwork.

Project Timeline

September 16-17, 1999

- Central Florida Regional Retreat
- Introducing Michael Gallis & Regional Development Program

Spring 2001

- *myregion.org* is created
- Beginning of Phase I

April 30, 2001

- Partnership formed between *myregion.org* and the East Central Florida Regional Planning Council

December 13, 2001

- Regional Kick-Off Event - Osceola County Courthouse

Spring 2002

- Electronic Newsletter and Website are launched

January 2002 – March 2003

- Community Conversations Held - 3,000 People Engaged

July 11, 2003

- Regional Roll Out
- The Central Florida Sourcebook – A New Regional Agenda

Conclusion of Phase I

2003-2005

- Beginning of Phase II
- Region Studies Itself:
 - Our Values
 - Our Growth
 - Our Environment
 - Our Demographics
 - How We Measure Up

April 2005

- PRISM (Promoting Regional Improvement in Science and Math) Unveiled
- 27 Community and Business Leaders Pledge to help promote new initiative in science and math

October 5, 2005

- CD Highlighting “More than a Million Dollars of Regional Research” is released

January-March 2006

- Regional Leadership Academy Convenes
- 75 Regional Leaders spend five-days discussing the “key Issues” facing Central Florida

March 2006-August 2007

- How Shall We Grow? Regional Vision Project
- 200 Community Meetings and Presentations
- More than 20,000 Engaged Citizens

March 29, 2006

- Kick off – “How Shall We Grow?”
- 325 Citizens Launching the “How Shall We Grow?” Initiative

April 26, 2006

- First Central Florida Regional Leadership Council Meeting

May-September 2006

- “How Shall We Grow?” Community Input Sessions

May 22, 2006

- First Central Florida Council of Mayors Meeting

May-July 2006

- New Outreach to Community
 - Blog

- Redesigned web site
- Communications Committee
- Speakers Bureau

October 13, 2006

- Regional Event: Building Policies that Shape Our Shared Vision
- 450 Citizens Discussing the Key Issues Facing Central Florida

January 22-February 14, 2007

- “How Shall We Grow?” Media Week and Selection of a Shared Future for Central Florida
- 7,319 people complete on-line "How Shall We Grow?" Survey

August 2007

- “How Shall We Grow?” Regional Summit
- 600 Participants at the unveiling of the Central Florida Regional Vision

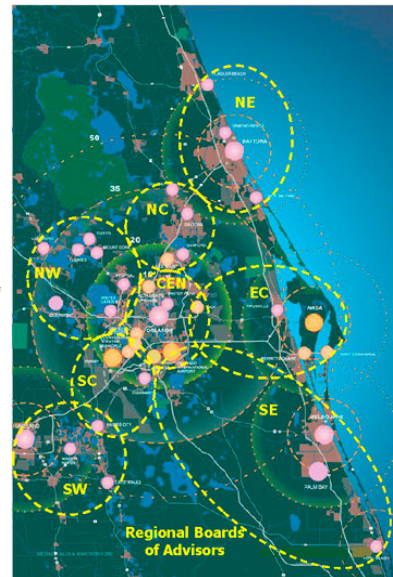
December 2007

- Conclusion of Phase II of myregion.org
- Board of Directors approve Organizational Structure for Phase III

Regional Boards of Advisors

Beginning in 2010, myregion.org will have eight Regional Boards of Advisors each focused within one of the eight Economic Centers within the region. Below are the eight Regional Boards of Advisors along with the list of local strategic partners.

[Click Here](#) for a Summary of Each Economic Center and Regional Board of Advisors.



myregion.org East Central Board of Advisors

Strategic Partners:
East Orlando Chamber of Commerce
Titusville Area Chamber of Commerce

[Click here](#) for a Membership Roster.

myregion.org North Central Board of Advisors

Strategic Partner:
West Volusia Association of REALTORS®

[Click here](#) for a Membership Roster

***myregion.org* North East Board of Advisors**

Strategic Partner:
Daytona Regional Chamber of Commerce

[Click here](#) for a Membership Roster.

***myregion.org* North West Board of Advisors**

Strategic Partners:
South Lake Chamber of Commerce

[Click here](#) for a Membership Roster.

***myregion.org* South Central Board of Advisors**

Strategic Partner:
Haines City Development Council

[Click here](#) for a Membership Roster.

***myregion.org* South East Board of Advisors**

Strategic Partner:
Melbourne Regional Chamber of East Central Florida

[Click here](#) for a Membership Roster.

***myregion.org* South West Board of Advisors**

Strategic Partner:
Central Florida Development Council

[Click here](#) for a Membership Roster.

[Click here](#) for a list of 2011 myregion.org Programs and Activities.



2011 Executive Board of Advisors

Chair

Ms. Laura M. Boisvert
Progress Energy

Past Chair

Mr. Ed Timberlake
Seaside National Bank & Trust

Ms. Carol Anderson
Orlando Health

Kristin L. Bakke, CAE
LEAD Brevard

Mr. Joel Boyd
Boyd & Marks, LLC

Mr. Allie L. Braswell, Jr.
Central Florida Urban League

Mr. Rodney Carson
Central Florida Development Council, Inc.

Mr. Thomas C. Chatmon, Jr.
Downtown Development Board

Ms. Nancy Clutts
The Corbin Group

Ms. Cheryl Coxwell
International Speedway Corporation

Duane E. De Freese, Ph.D.
AquaFiber Technologies Corporation

Ms. Carmen Dominguez
Carmen Dominguez Construction, LC

Noranne Downs, P.E.
Florida Department of Transportation

Mr. Sean C. Eckhardt
Florida Distributing Company

Kelly S. Eger, R.E.M.
Miller Legg

The Honorable Gow B. Fields
City of Lakeland

The Honorable Michael E. Harford
Osceola County Commission

Mr. Larry Henrichs
Visit Orlando

Mr. Eric A. Jackson
TTR Systems

The Honorable Teresa Jacobs
Orange County

The Honorable Sam Johnson
Polk County Commission

Mr. Charles Lee, Sr.
Audubon of Florida

Ms. Kathleen Gallagher McIver
Chair Elect, *myregion.org*
RE/MAX Town & Country Realty

The Honorable Jack R. Myers
City of Auburndale

The Honorable Patricia Northey
Volusia County Council

Ms. Debbie Orr*
PNC Bank

The Honorable Sean Parks
Lake County Commission

Mr. D. Travis Proctor
Artemis International Technologies

Mr. Jon B. Rawlson
The Rawlson Policy Group, LLC

Mr. Ray Salazar
United Way of Volusia-Flagler Counties

Mr. Troy Sands
North Highland

Mr. H. Paul Senft, Jr.
Haines City Economic Development Council

Michael Snyder, P.E.
Orlando-Orange County
Expressway Authority

Kenneth P. Stackpoole, Ph.D., ATP
Florida Institute of Technology

Diane H. Trees, Ed.D.
University of Central Florida

George W. Walton, P.E.
Parsons Brinckerhoff

The Honorable Thomas W. Weinberg
Canaveral Port Authority

Mr. Jay Wheeler
Boys and Girls Club of Osceola County

Mr. William J. Winder
Nemours

Chair's Council

Mr. Joel W. Hass
American Red Cross Mid-Florida Region

Mr. R. Randolph Lyon, Jr.
Central Florida YMCA

Staff

Chair

Mr. Ed Timberlake
Seaside National Bank & Trust

President

Ms. Shelley Lauten
myregion.org

Ms. Lisa Odena
myregion.org

CONNECTING OUR COMMUNITIES

myregion.org

South Central Regional Board of Advisors

Ms. Amy Arrington
City of Davenport

Ms. Allison DeVito Beeman
Haines City Economic Development Council

Mr. Christian Bohyn
Monkey Sold

Ms. Mili Boreham
British American Chamber of Commerce
of Central Florida, Inc.

Ms. Tracy Bryant
Florida Communications &
Development Group, Inc.

Mr. Thomas Bryer
University of Central Florida

Mr. Sonny Buoncervello
Hometown Realty U.S.

Ms. Colleen L. Burton
Polk Vision

Mr. George Chen

The Honorable Lori Cunningham
Polk County Public Schools

Mr. Jerome Ferson
Ledger Media Group/News Chief

Mr. Jay Finnegan
Heart of Florida Regional Medical Center

Mr. Thomas Franklin
Franklin, Hart & Reid

Dr. Michael Frumkin
University of Central Florida

Ms. Karen Giel
CenterState Bank of Florida, N.A.

The Honorable Michael E. Harford
Osceola County Commission

Mr. Timothy Hodgson
Blue Cross Blue Shield of Florida

Dr. Eileen Holden
Polk State College

Ms. Elisabeth Holler
City of Orlando

Mary Hurley, CCIM, RPA, LEED® AP
NAIOP of Central Florida

Mr. Tony Iorio
Avatar Holdings, Inc.

Mr. Brian P. Martin
Visit Orlando

Mr. Michael D. Mathews
Progress Energy

Mr. Rob McCollum
SunTrust Bank

Mr. Richard Mergo
Sunshine Foundation Dream Village

Ms. Patricia Orner
IBMC

Ms. Belinda Ortiz
City of Kissimmee
Economic Development

Mr. William H. Owen
Real Estate Research Consultants, Inc.

Ms. Carol Platt
Osceola County Association of Realtors, Inc.

Dr. Kathleen Plinske
Valencia College

Mr. Gregory Rigby
New Rise Investments, LLC

The Honorable Peter Rust
City of Davenport

Mr. H. Paul Senft, Jr.
Haines City Economic Development Council

Ms. Donna Sines
Community Vision

Ms. Paula Stark
Osceola News Gazette

Ms. Ann Toney-Deal
City of Haines City

Ms. Maria Grulich Toumazos
Osceola County

The Honorable Jay Wheeler
Osceola County School District

In cooperation with:

*Kissimmee/Osceola County Chamber of Commerce
St. Cloud Greater Osceola Chamber of Commerce
Orlando, Inc. (Orlando Regional Chamber of Commerce)*

In partnership with:

Haines City
EDC
Economic Development Council
BUSINESS CAPITAL
OF CENTRAL FLORIDA®