



My time as a Leadership Executive enhanced my skills in management and community involvement. I'm more confident in making presentations and sales calls. I'm better able to build relationships with local business and community leaders.



—*Maria Digrazia, Assistant Store Manager, Publix Super Markets*

A Win-Win Program

Each year, corporate partners join with United Way of Tampa Bay in a cost-effective training program to improve our community and sharpen the talents of promising employees. Leadership Executives (LEs) benefit from a unique professional development program that cultivates executive talent, nurtures enthusiasm, strengthens sales skills and raises confidence.

Alumni have increased their effectiveness and business skills due to their experience as a United Way Leadership Executive.

LEs lend their expertise and energy to assist United Way in its Workplace Campaign efforts. As a result, costs are kept low by maximizing staff and volunteer efforts.

Employees Win

- ▶ Cultivate valuable business contacts
- ▶ Increase leadership skills
- ▶ Enhance public speaking and problem solving expertise
- ▶ Develop insight into community needs and resources

Companies Win

- ▶ Improve corporate image
- ▶ Boost company visibility and relationships
- ▶ Achieve professional development
- ▶ Impact community quality of life

Communities Win

- ▶ Maximize volunteer efforts
- ▶ Heighten awareness of critical community needs
- ▶ Create civic leaders for United Way and the community



*Julia Hall
Valrico*

Qualifications:

- ▶ Rising executives
- ▶ Employees in transition
- ▶ Sales managers
- ▶ Management trainees

Desired Attributes:

- ▶ Leadership potential
- ▶ Self-motivated
- ▶ Results-oriented
- ▶ Organized
- ▶ Community-focused

Commitment:

Leadership Executive service runs 15 weeks
August - November

Contact:

Leadership Executive Program manager
at 813-274-0943 or e-mail leadershipexecutive@uwtb.org.

Thank you to the companies that participated in and supported the 2008 **Leadership Executive Program**

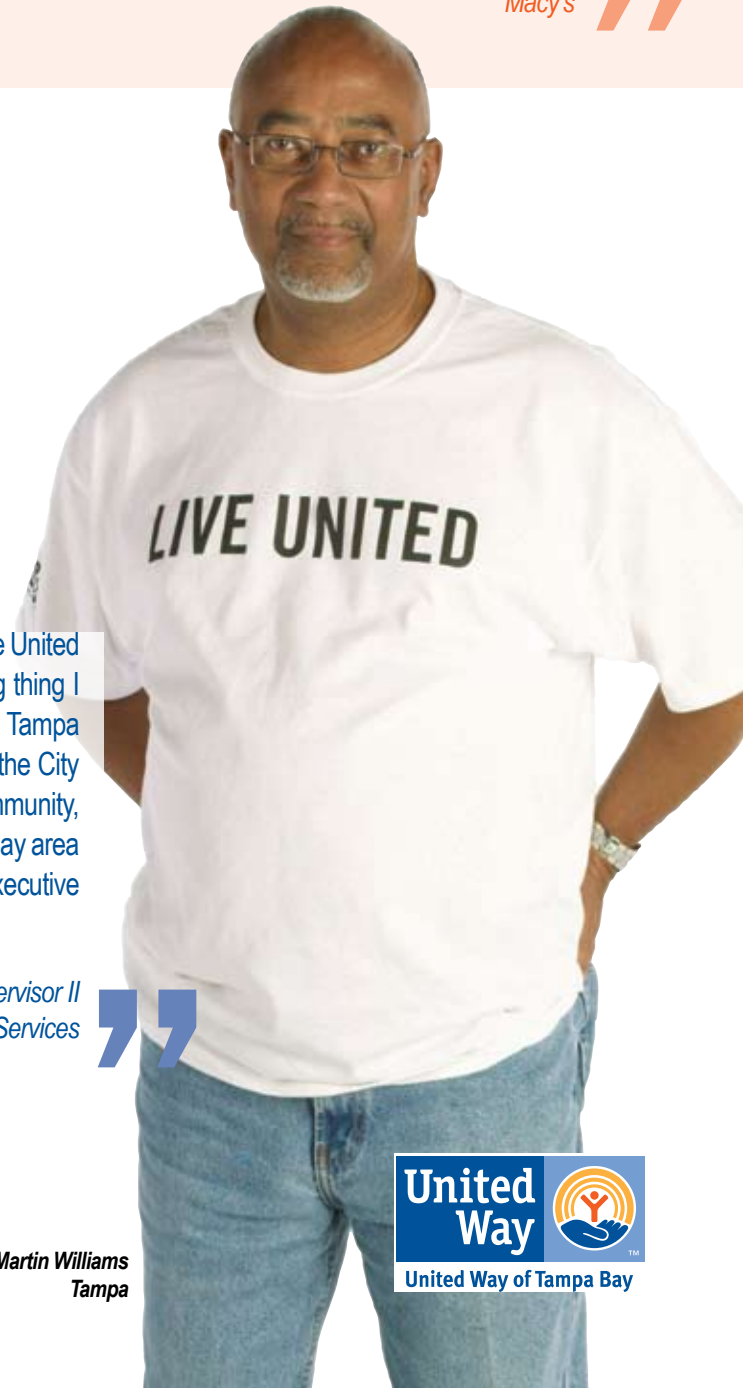
- ▶ American Red Cross
- ▶ Regions Bank
- ▶ City of Clearwater
- ▶ Deloitte
- ▶ Macy's
- ▶ The Mosaic Company
- ▶ Publix Super Markets, Inc.
- ▶ Time Customer Service

LIVE UNITED™



My eyes were opened to the community I live in, the need in the area, and it has changed my life. I now focus on being my best self, a giver in the community, and an advocate for the United Way. I made connections in the community, and connections within my business. I can speak in front of 400 people without being nervous. And my poise as an executive will continue to grow, as well as my achievements in my career. It was truly an honor to be part of it!

—Carrie Namias, Manager
Macy's



I had the honor to serve as a Leadership Executive for two years for the United Way of Tampa Bay and I can honestly say it was the most rewarding thing I have ever done. I learned so much about the partner agencies in the Tampa Bay area and gained incredible skills that help me in my career with the City of Clearwater. I have become more focused on the needs in my community, which is at the highest level in our lifetime, and I will serve the Tampa Bay area for the rest of my life. Be warned, if you are called to be a Leadership Executive with the United Way of Tampa Bay, your life will be changed forever!

—Michael D. Pryor, Supervisor II
City of Clearwater, Solid Waste/ General Services



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