



PROJECT: CEO Leadership Forums Press Release

CLIENT: Chris Cucci

WRITER: Mary Cucci/Word Charmers

VERSION: 1

FOR IMMEDIATE RELEASE

CEO LEADERSHIP FORUM AND VALENCIA COLLEGE TO HOST BOOST YOUR BUSINESS BOOTCAMP IN CENTRAL FLORIDA

The half-day seminar will explore strategies and tactics for business growth in 2017 and beyond

ORLANDO, FL — Central Florida’s CEO Leadership Forum, in partnership with Valencia College, will host its first workshop of the year on Tuesday, May 9th, from 8:00am–12:30pm. The event will take place at Valencia College’s West Campus (1800 South Kirkman Road, Building 11, Room 106), and will feature a mix of presentations and group participation.

First in a three-part series on Business Growth versus Profitability, this workshop will be facilitated by Orlando business experts and distinguished Valencia College speakers, who will provide the best strategies and tactics for business growth and profitability.

Valencia College faculty Storm Russo, Ph.D and Lee McCain, MBA will present Economic Opportunities and Impact in Post-Election Florida. Others will present ideas on secrets to unlocking your hidden cash flow, top line growth strategies and tactics, costly mistakes that kill profitability, and tax ideas to reduce your tax bill in 2017.

While one goal of the half-day event is strengthening relationships between C-level executives and Valencia College, the advisor dream team also makes best efforts to deliver practical advice that can be readily applied after the event. The group’s post event process provides invaluable input and insight, and at no charge.

One such experience involved the CEO Night Lite Pediatrics. Its CEO, Dr. Ayodeji Otegbeye, engaged his two other partners in all three events in 2016. “Participating in the post event process was engaging and valuable says Dr. Otegbeye. Critical strategies and tactics came out of this process, and my entire company benefitted. We thank CEO Leadership Forums for this experience and look forward to many more!”

Taking place a few times throughout the year, these educational workshops target C-level executives of Central Florida middle-market companies in the range of \$2 million to over \$50 million in annual revenue. Workshop participants get the opportunity to engage with advisors through a mix of presentations and interactive small group exercises.

The CEO Leadership Forum is made up of trusted financial advisors specializing in Accounting, CFO/Consultation, Law, HR & Benefits, Banking, Recruiting, Wealth Management, Insurance, Merchant Services and IT, among others. In addition to facilitating business growth, the group aims to provide C-level executives with intensive educational experiences on college campuses, support business educational and part-time job opportunities for college students with Florida’s small and mid-sized businesses, and to provide scholarships to outstanding students.

For more information on Boost Your Business Bootcamp or the CEO Leadership Forum, visit <https://ceoleadershipforums.com/>.



PROJECT: CEO Leadership Forums Press Release

CLIENT: Chris Cucci

WRITER: Mary Cucci/Word Charmers **VERSION:** 1

ABOUT CEO LEADERSHIP FORUMS

Formed in early 2016, the CEO Leadership Forum is a Florida-based organization that promotes ongoing leadership development and growth of lower middle-market companies by providing guidance and by engaging referral partners who can provide resource solutions. Within this unique environment, C-level executives are able to connect with up to 16 peers from a diverse range of noncompetitive businesses and backgrounds. Members benefit from individual insight, coaching, strategies, and leadership skills to help them excel in business and improve outcomes.

MEDIA CONTACTS

Geoffrey S. Gallo, ChFC, CExP

Grennan Fender McCrady Hess & Poparad, LLP

Sr. Vice President, Marketing and Strategic Consulting

Phone: 407-579-5700

ggallo@grennanfender.com

Chris Cucci

CenterState Bank

Sr. Vice President, Commercial Relationship Manager

Phone: 407-414-5474

ccucci@centerstatebank.com