



RNC 2012 PLANNING

Joseph D. Sclafani, Ph.D.

On Aug. 27-30, 2012, the city of Tampa will play host to the Republican National Convention (RNC) and The University of Tampa campus lies within two miles of all of the excitement. While many businesses and area schools will close, the University made the decision to open its fall semester on August 27th as planned.

The RNC will provide an excellent learning opportunity for our students and faculty in their own proverbial back yard. Students will experience and live democracy in action, and many campus programs and events will enhance the educational experience. This decision has led to an interesting year of opportunities for leadership skills for the faculty and staff.

In order to plan for a smooth, organized opening, a group of key people from impacted units across academic, student service and facilities areas was convened. Known as the RNC/DNC — the Republican National Convention Disaster Neutralization Committee, or “Rinky-Dink” — this group exemplifies **Leadership Lesson No. 1**: When faced with a daunting task, inject humor where appropriate.

This group’s considerations include how the regular semester start-up activities and events will be affected; how to arrange earlier orientation; how to enhance security and safety plans; how to minimize academic impact; how academic services



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would be impacted (class delivery as well as deadlines and schedule issues); the effects of traffic and accessibility on University employees and ways to maximize communication.

The above concerns relate to **Leadership Lesson No. 2**: The

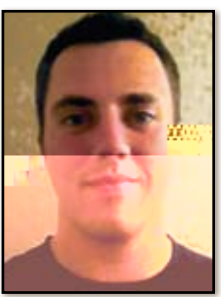
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LEADERSHIP FROM THE FIELD TO THE OFFICE

Travis Coverston, MBA Student

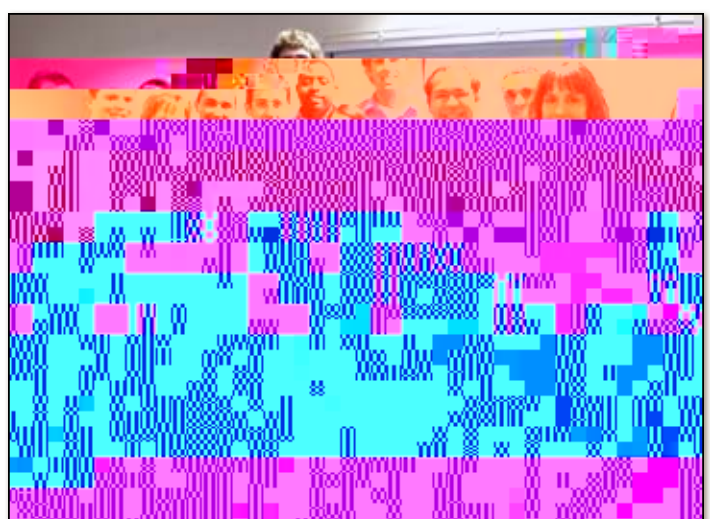
Matt Silverman, the president of the Tampa Bay Rays, spoke as part of the TECO Center for Leadership Speaker Series on Feb. 16, 2012. Silverman discussed various qualities of leadership and focused heavily on the baseball franchise’s success and obstacles during the past few years. Silverman has successfully turned a low-profile, last place baseball team into an on-the-rise winning franchise that has made the playoffs in three of the last four years. While most fans only see the Rays’ on-field product with nine players on the diamond competing against rivals such as the New York Yankees and Boston Red Sox, almost as much, if not more, work off the field makes the franchise and the organization run smoothly and succeed.

Working at Goldman Sachs after college, Silverman connected with Stuart Sternberg, managing general partner of the Rays. One of the first things he learned is the importance of patience. The ability to make a decision after a lengthy time investment



Travis Coverston
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Matt Silverman (fourth from left), the President of the Tampa Bay Rays, stands with students and friends of the Sykes College of Business after his speech on Feb. 16, 2012.

importance of logistics procedural knowledge that will allow a smooth integration of the RNC and the University's functioning.

The entire orientation process must be revised. The University will welcome about 2,000 first year and transfer students for fall, but because of RNC travel, we must account for limited plane and hotel availability; thus the decision to move up the schedule.

Another logistical challenge involves bringing 500 students (workers and athletes who pre-train for fall sports) to campus earlier. It takes that many people to help with moving new students on to campus.

Our first year students' typical orientation culminates with an opening convocation and a weekend of social events, some involving bus travel to off-campus sites. Key dates involving schedule changes and payment deadlines must be changed in a way that makes sense. One changed process often impacts another process.

For example, needs for certain facilities affect scheduled sports practices. The lack of available rental buses will impact the social programming normally scheduled. Orientation requires the Offices of Student Affairs and Residence Life to produce programming to keep 1,600 18-year-olds occupied and out of trouble in the weekend before classes. This situation involves **Leadership Lesson No. 3:** Keep communication open and be flexible in times of urgency.

Our Public Information group has worked to create assembly and protest policies with a goal to balance rules and boundaries with freedom of expression rights. Plans were made to meet with student organizations about how to safely protest. A First Amendment rights attorney spoke on our campus and our security force is receiving training. Efforts continue to encourage students' passion and engagement in the democratic process.

UT student organizations have been preparing their members since January. One sorority put together a PowerPoint presentation on how the RNC will affect move-in planning for the fall term. They warned students to start booking in the spring so they would not be overwhelmed come fall.

Student political groups are learning to complete the proper forms and city permits to ensure their members' safety and lawful activity. Student Government and the Dean of Students put together an email instructing students on dates, safety information and how to get involved with the RNC for the upcoming school year. Students also created an online safety video for student access.

For faculty and staff, there are concerns that the RNC event will cause major disruptions in traffic, which could prevent faculty, staff and commuter students from getting to campus. As a result, special policies are in place regarding safety and accessibility for all employees.

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reflects the leadership ability to successfully navigate the day-to-day challenges of running an organization. Luckily for Rays' fans, Sternberg and Silverman began looking at investments for baseball teams, and the Rays became a viable option that has turned into a highly worthwhile investment.

Trustworthiness is another hallmark of leadership. There should be no secrets within the company and a leader must be willing to say publicly what he says privately. This trait encourages employees to stay with one company for an extended period of time and to become fully invested in their jobs and in the company's growth. Experienced employees need a leader who will produce fresh ideas and find ways to renew their passion and energy each year. Even if a company is successful, change for the sake of change can produce positive results. A small yet effective switch Silverman made one season was to change where he parked his car at Tropicana Field. He had parked in the same spot for years, walked the same way from the parking lot to his office and passed the same employees time and time again. The new spot increased his interaction with employees whom he hadn't seen regularly, allowing him to connect with everyone in the office. This simple change allowed him to gain perspectives from new people and has brought about new life and energy.

Spending money may be easy, but figuring out how to spend it and where to allocate funds can prove difficult, especially andpFundcult,

SUCCESS IN OUR LEADERSHIP PROGRAMS

b F. Frank Ghannadian, Ph.D.

I am pleased to tell you that in the spring of 2012, we delivered our new Dynamic Leaders (Level II) Leadership Series program to the business community. The Leadership Series are designed for beginning executives, mid-level executives and senior executives and were developed by our most energetic faculty at the Sykes College of Business at The University of Tampa. The purpose of these leadership certificate programs is the delivery of short and affordable mini-courses in business and leadership to local and statewide corporations.

We realize that not all executives and managers can make long commitments to MBA programs or even to a month-long training program. Many seasoned professionals have the need and desire to brush up on new concepts in the business world. For example, if one is starting a new business he/she may not be up-to-date on finance, accounting and marketing changes



and other new technologies needed in today's competitive environment. This Leadership Series is our way of giving back to the corporate world and of sharing our wealth of business knowledge with the Tampa community.

We have been offering the Emerging Leaders program (Level I) on Saturdays in the fall, spring and summer semesters for a nominal cost to our graduate business students and the business community. The Emerging Leaders program is meant to boost graduate students' practical knowledge for those seeking to advance within their companies or to move into a new executive position.

For mid-level executives, the Dynamic Leaders program (Level II) offered in April 2012, was a success with 19 executives who participated in various segments of the program. The program consisted of six half-day courses on financial analysis, sustainable ethical leadership, increasing productivity, social media marketing, entrepreneurial innovation and strategic planning. Executives and managers from companies such as T. Rowe Price Services, TerRhoLyn Development Group, Driscoll

by Ar n Balani, Undergraduate Student and Bella L. Galperin, Ph.D.

On March 1, 2012, the TECO Center for Leadership (CFL) Speaker Series featured the Canadian Consul General in Miami, Louise Léger, who discussed North American Energy Markets and Economic Growth. More than 205 registered attendees explored the Canada-U.S.-Florida economic and energy relationship, including issues related to economic growth, job creation, environment and energy security. Canada is by far the biggest supplier of petroleum to the United States, exporting a record 2.2 million barrels a day last year. The U.S. now imports 22 percent of its oil from Canada — or 1/5th of the U.S.'s total petroleum imports — more than Saudi Arabia and Venezuela combined. Our northern neighbor holds a major stake in both our economic stability and in our energy supply as Florida's largest trading partner.

U.S. and Canada: Friends and Neighbors ... Eh?

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Consul General Louise Léger, the CFL thanks you for your informative speech, which emphasized Canada's importance in the American economy and illuminated the key facts and figures that reflect the central trading relationship between Canada and the U.S. Most importantly, the Center appreciates your candid leadership insights to students who will soon enter the workforce, particularly your emphasis on choosing a career based upon passion rather than on monetary gain. Your visit made clear that to maintain the unparalleled partnership between Canada and the U.S. is crucial for both of our countries.

Sources:

- Statistics Canada (2012).
- Government of Canada (2012 a).
- U.S. Energy Information Administration, U.S. Imports by Country of Origin (March 27, 2012). <http://www.eia.gov/todayinenergy/detail.cfm?id=5570>
- Dun & Bradstreet (December 2011) Canadian Business Footprint FL Congressional District 9. U.S. ... B ... C ... S ...
- Government of Canada (2012b). Canada-United States. :C : : S

Minor in Leadership Studies

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"We hope to develop the leadership skills, philosophies and attitudes of the students. We also hope to teach them about different leadership perspectives and approaches,"

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