
THE GOALS

The BIZPAC **Political Training Institute (PTI)** will provide an in-depth look at the political process in Palm Beach County. The program will de-mystify the election process, attract potential political leadership within the local community, educate and train new leaders in modern campaign technology, examine the ethical consequences involved in negative campaigning, and provide networking and socializing opportunities for future political leaders.

PTI will provide a sense of achievement to graduates of the program and give them a special status within the local political and business community.

THE BENEFITS

PTI participants will become part of a growing network of government leaders with whom they will interact for the remainder of their careers.

Participants will become a more valuable asset to their employer by providing face-to-face contacts with current community and government leaders, identifying concerns and issues, and preparing themselves to assume the leadership roles of tomorrow.

THE SCHEDULE

Session 1

Becoming a Candidate and Creating a Campaign

Tuesday, October 11, 6:00 - 9:00 p.m.

Session 2

Funding Your Campaign (Smile & Dial)

Tuesday, October 18, 6:00 - 9:00 p.m.

Session 3

Candidate Presentation and Image

Tuesday, October 25, 6:00 - 9:00 p.m.

Session 4

Communicating The Campaign Message to Win

Tuesday, November 1, 6:00 - 9:00 p.m.

Each night will feature a panel of instructors including political consultants, elected officials, former candidates, representatives from the media and other professionals who work with candidates. Dinner will be served during a short break.

PTI is organized by the
Business Political Action Committee
of Palm Beach County (BIZPAC)
224 Datura Street., Suite 1114
West Palm Beach, FL 33401

Phone: 561-655-7224 Fax: 561-655-7225



POLITICAL TRAINING INSTITUTE 2011

**TRAINING THE
LEADERS OF
THE FUTURE**

**PTI is organized by the
Business Political Action Committee
of Palm Beach County.**

THE PROGRAM

The single most important ingredient in building a successful, thriving community is an investment in leadership. Cultivated, trained and motivated community leaders will shape and determine the future of Palm Beach County. BIZPAC believes that the future of our community is tied directly to the quality and voluntary contributions of its leadership.

The BIZPAC **Political Training Institute (PTI)** is designed to give participants a firsthand look at the political process and the technical details of operating a political campaign. From demographic profiles to press relations and public presentation, **PTI** looks at every aspect and idiosyncrasy of the political campaign process and gives participants the knowledge and the resources they need to enter the political arena. **PTI** covers the do's and don'ts of successful political campaigning.

THE LOCATION

In order to accommodate participants throughout Palm Beach County, the BIZPAC **PTI** is held in a central location. The site will be conveniently located with plenty of parking available at no charge. The size of the class will determine which site we will ultimately choose, but in general we will be in the West Palm Beach vicinity.

ELIGIBILITY

The program is open to outstanding individuals who have demonstrated a sincere commitment, motivation and interest to serve the Palm Beach County communities. **PTI** is a great program for candidates, campaign organizers, block captains, fund-raisers, campaign volunteers and other community activists who want to know more about the political process.

SELECTION PROCESS

PTI participants are chosen by a qualified screening committee from applications submitted and received by BIZPAC. **Preliminary applications must be received no later than September 28, 2011.** Secondary applications must be received by October 5, 2011.

INVESTMENT

The cost of investing in **PTI** is time and tuition. The program consists of weekly, three-hour sessions for a total of four weeks. Tuition is **\$95 per person.** Participants are responsible for paying their own tuition or for making arrangements for payment by their employer and/or sponsoring organization. **The fee and secondary application must be submitted prior to Wednesday, October 5, 2011.**

I'M INTERESTED!

- I would like to be considered as a candidate for **PTI**. Please send me a secondary application.
- I would like to nominate a candidate for **PTI**. (Candidate has agreed to participate if selected.)

PRELIMINARY APPLICATION:

Candidate's

Name: _____

Candidate's Company/Organization: _____

Address: _____

City/State/Zip: _____

Phone: _____

E-Mail: _____

Complete if applicable:

Nominated by: _____

Company: _____

Reason for Nomination: _____

Please return to:

Political Training Institute

c/o BIZPAC

224 Datura Street, Suite 1114

West Palm Beach, FL 33401

or FAX to 561-655-7225

For more information, contact Cheryl
Carpenter Klimek at BIZPAC, 561-655-7224
or email at cherylpr@aol.com
