

FOR IMMEDIATE RELEASE

December 12, 2007 - Central Florida - A coalition of regional business and civic leaders announced today the formation and ratification of America's newest regional partnership. The organization, named the *Central Florida Partnership*, was created for the express purpose of helping leaders from seven (7) counties take on and solve the most complex problems facing the Central Florida Region.

"In a recent survey of registered voters, Central Floridians are now, for the first time in our history, saying the Region is going in the 'wrong direction'," said Kelley Mossburg, Chair of the Orlando Regional Chamber of Commerce and leader of the Steering Committee that has forged the new partnership. Mossburg, who serves as President of Schenck Company, cautioned that "over 4 million more people are projected to move into our Region in the coming years, and this will create a serious strain on essential infrastructure and regional services and threaten our great quality of life unless we take decisive action now."

The formation of the *Central Florida Partnership* is a direct and thoughtful response to calls for action from hundreds of business leaders who seek to collaborate and invest on a regional basis. Following the research of 2007, the Governance Task Force led a transformation process through teams of volunteer leaders.

Mossburg said, "I want to thank the business leaders, backed by their great companies, who invested their ideas and passion for change in this thoughtful process. They have created a regional platform, and a set of priorities that ensure we take *Ideas to Results*."

The *Central Florida Partnership*, through its board of investors and organizational assets, will focus resources and take collaborative regional action in the following priority areas:

- » Removing public policy barriers that limit success, and promoting public policies for a great Region, including planning for world-class transportation systems for residents and guests;
- » Working to create the best regional entrepreneurial system in the Americas;
- » Benchmarking successes relative to other regions around the globe; and
- » Tracking and supporting the progress of multi-county compacts in the breakthrough growth visioning process called "How Shall We Grow?"

Des Cummings, President, Florida Hospital Foundation, has been elected to serve as the *Central Florida Partnership's* inaugural Chair in 2008. "My role is to ensure that the promise of "*Ideas to Results*" is met by starting now on a plan for transportation, promoting a consensus "Greenprint" for growth, and ensuring a continuing role for Central Florida's leaders in the Florida legislature," Cummings said.

The *Central Florida Partnership* serves as the primary holding company for regional stewardship, above a number of powerful key organizations. These organizations include the nationally recognized *myregion.org* (an organization committed to regional cooperation, research, and growth visioning); the 5-star Orlando Regional Chamber of Commerce; the Foundation for Building Community (a 501(c)(3) organization and platform for regional philanthropy); BusinessForce (a regional Political Action Committee); and Leadership Orlando (the nation's largest regional leadership development program, now ready to diversify its programs and offerings on a region-wide basis). In other cases, long-time boards and teams will combine to take on especially difficult challenges. For example, the Small Business Chamber Board of Directors and the Leadership Alumni Board of Directors will be elevated and linked to the Orlando Regional Chamber of Commerce Board of Governors to better champion existing regional entrepreneurship programs, activities, and networks.

"Successfully working together as a region requires top-notch research as well. We intend to build on what we have learned from *myregion.org* about the importance of protecting our environmental assets and supporting regional transportation innovations that will better connect our residents and guests to their families, careers, education opportunities, regional amenities, and access to healthcare," said Cummings.

Jacob Stuart has been appointed President/CEO of the *Central Florida Partnership* and will be launching a process to recruit and identify staff leaders and experts to serve the new enterprise. A native of Central Florida and former President of the Orlando Regional Chamber of Commerce, Stuart is a champion of *myregion.org*, and the architect of dozens of policy and community campaigns for the betterment of the Central Florida Region.

About Central Florida

The Central Florida Region is made up of 7 counties, including Brevard, Lake, Orange, Osceola, Polk, Seminole, and Volusia. It has an estimated population of over 3.5 million, includes the world's top spaceport, annual domestic and international airport destinations for over 17 million people, and hosts the nation's 6th largest public university and newest medical school. The region is expected to grow by an additional 4 million people in the coming years. It includes 8 congressional districts, is home to 2 United States Senators, and features 85 incorporated municipalities.

Central Florida Partnership Media Contact: Kristine Vorpapel-Shields, Central Florida Partnership Office of the President at 407.835.8005.

Editor's Note: A national telebriefing on the *Central Florida Partnership* will take place on December 12, 2007, at 11:30 a.m. ET, and will be available for streaming replay through its new website, www.centralfloridapartnership.org, later in the day.

Opportunity for photography and visual media: The *Central Florida Partnership* will unveil its logo at 10 a.m. ET on December 13, 2007, at 75 South Ivanhoe Boulevard, Orlando, Florida.