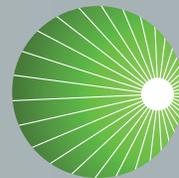




# SENIOR EXECUTIVE ORIENTATION®



greater  
miami  
chamber  
of commerce®

Moving into a new community or assuming new executive responsibilities is always challenging.

As one of the newest senior-level executives to South Florida, you and your spouse or guest are invited to get to know your new home in a most special way.

**FOR MORE INFORMATION, CONTACT:**

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icanales@miamichamber.com



## TESTIMONIALS

Join the ranks of other Senior Executives who cite their SEO participation as one of the highlights of living in South Florida, and as enormously valuable in their rapid, successful transition into the community.



"The SEO Program at GMCC is by far one of the most well planned on-boarding programs for executives coming to Miami. I was privileged to have this "behind the scene" opportunity to understand Miami in the most intimate way. This program also provided me an invaluable venue to grow and keep my friendships with many executives in the region. A huge thank-you to GMCC and its staff at SEO. A big shout-out to Ivette and her team for their relentless efforts in bringing this program together to grow Miami and its leaders."

**Joanne Li, Ph.D., CFA**

Professor of Finance, Ryder Eminent Scholar Chair in Business, Florida International University



"There is an African Proverb that states: "If you want to go fast go alone. If you want to go far, go with others." And there is quote by Robert Kiyosaki that says: " If you want to go somewhere, it is best to find someone who has already been there." Both of these describe the amazing opportunities brought forth by being a part of SEO. I've met all the amazing executives who have already been there successfully and who will definitely help me, and others who are part of the program, go far. This has been the most meaningful business experience I've had since relocating to South Florida."

**Luz Negrón**

Dean of Student Services, Broward College



"Cultivating and maintaining a wide network of personal and professional contacts is essential to advance commerce and community, as Director of the Deering Estate I am thrilled to join colleagues to host fun, and quite productive, opportunities to engage with each other, learn about our businesses, local issues, and social dynamics. These opportunities are a great senior executive resource!"

**Jennifer Tisthammer**

Director, Deering Estate, Miami-Dade Parks, Recreation & Open Spaces



"The Senior Executive Orientation program is not only an excellent program but a "must" for new Senior Executives that have been relocated to South Florida and for new appointed Senior Executives working for any organization in South Florida. Relationships are key for success, as Director of Business Development @ WhiteOwl, it was an honor and a pleasure to be part of this program and to be able to network with great Senior Executives and leaders from our community."

**Luis A. Tribin**

Business Development Director, WhiteOwl



"The SEO program is a fast-track to cutting through the noise and discovering the true Miami - a Miami with a rich and diverse culture, a unique and exciting history, and a warm and embracing citizenry. I have been exposed to a broad range of activities, greatly expanded my network, and made life-long friends. I highly recommend this program to new arrivals. It will exceed your expectations, and you will see Miami in a whole new light!"

**BMCM Aaron Zimmer**

Command Master Chief, USCG Sector Miami

# SENIOR EXECUTIVE ORIENTATION PROGRAM® OVERVIEW

*An exclusive introduction to the community, its leaders, culture and way of life.*

The Greater Miami Chamber of Commerce has been welcoming executive newcomers to the South Florida community through its Senior Executive Orientation® (SEO) program for more than 25 years.

Through the program newly relocated or newly promoted executives will meet people, see places and gain insights and perspectives about our community that may take others years to discover. SEO is designed to help your transition be memorable and informative. The program offers a unique and exciting series of special events and provides opportunities to make a rapid transition by connecting you to those who know this community best.

## WHO SHOULD ATTEND

If you are a newly relocated or newly promoted executive or if your business has expanded into the region, then SEO is for you; and recommend that you participate with your spouse, partner or significant other.

The Chamber's Senior Executive Orientation Program seeks participants who meet the following criteria:

- Senior-level executive who relocated to the South Florida community during the prior 18 months – OR – was promoted during the last 18-months to their first senior-level executive position

*"Senior-level" is defined as vice president or above. Because titles vary between companies, applicants with different titles may be approved at the discretion of the committee*

In order to take full advantage of the program and maximize the community created within an SEO class, participants are expected to attend at least five events during the program year

- Shorten your learning curve about South Florida's economic, civic and political structure

## ABOUT THE PROGRAM

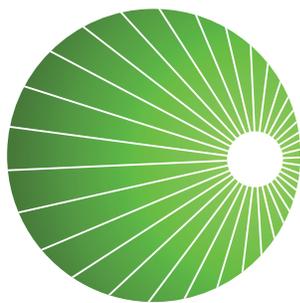
The Greater Miami Chamber of Commerce offers the program each year beginning in January and continues through May. Participation is limited to just 35 executives each year and the SEO Planning Committee determines selection for the program. Besides in-depth understanding of the community, its issues and challenges, participants will also enjoy exciting tours, social events and have the opportunity to meet new people.

## OBJECTIVES

- Welcome senior executive newcomers and acquaint them with the community in a short period of time
- Foster an appreciation for the many benefits of living in South Florida through experiences covering its lifestyle, diverse cultures, business, and educational, governmental and recreational institutions
- Generate a better understanding of the formal and informal decision-making channels in the region's economic, political and civic structure
- Connect new executive with community leaders and decision makers and facilitate their immediate participation in community affairs
- Accelerate a feeling of belonging

## BENEFITS

- Learn about the many advantages of living in South Florida, from its rich diversity of cultural, entertainment and educational offerings to its unlimited business opportunities
- Connect with Miami's "movers and shakers" attaining introduction to the region's leadership as well as other executives
- Fast track your readiness to join the business and political mainstream of Greater Miami
- Visit select locations and socialize with other new executives as well as long-time residents



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