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## ABOUT THE BUSINESS COUNCIL

As the Gulf Coast Business Council enters our fourth year of providing leadership for regional solutions, we commend those whose tireless efforts have encouraged our communities to strive for a better Mississippi Gulf Coast. We celebrate our accomplishments that have served as the foundation for many tasks yet to be completed, but remain focused on a bright future for everyone who lives and works on the Mississippi Gulf Coast.

Through sound policy and effective advocacy, we will continue to strive to foster a robust business environment and work with elected leaders to create great communities. The Business Council executes its mission through a board of directors, engaged general membership, and a robust working committee structure providing thought leadership and action on issues like **tourism, transportation, economic development, legislative and governmental policy, land use, military and education.** We are headed to a better tomorrow and are committed to creating that future together.



*General membership meeting of the Gulf Coast Business Council at the Knight Non-profit center*

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**GULF COAST BUSINESS COUNCIL**  
Research Foundation

Masters  
program



# Program Purpose



In 2007 the Gulf Coast Business Council Research Foundation launched the Masters Leadership Program to identify and develop emerging leaders of the Mississippi Gulf Coast. The program brings together 20 of the Coast's leaders to become the regional "think tank" for one year. Each year the class learns, challenges assumptions, and develops solutions on elements that lead to **making the Gulf Coast region the most livable place in the United States**. The Masters Leadership Program does not seek to replace or replicate other leadership programs in each of the three coastal counties but is designed to enhance the skills developed there and use them to foster regional development at an accelerated pace.

## SELECTION PROCESS

The program is open to persons living or working in one of the three coastal counties of Hancock, Harrison, and Jackson who possess a demonstrated ability to critically examine issues on a regional basis and actively engage in efforts important to the region. Applicants should have a demonstrated record of leadership in their respective businesses or other organizations. Participants will be chosen by a confidential selection committee based upon the information completed on their application.

Applicants must have the full support of the organization or corporation they represent. Full tuition is \$1,100 per selected member and is due within 30 days of selection. Attendance at and engagement in each of the seven sessions is mandatory..

### To apply contact:

[jhart@msgcbc.org](mailto:jhart@msgcbc.org) or call (228) 897-2020.



## PROGRAM CURRICULUM

The 2011 Program theme is **Improving the Quality of Place by Focusing on Economic Development**. The program consists of 7 sessions held from April until November. These sessions are designed to develop and enhance critical leadership skills of Gulf Coast leaders. The theme-based program creates a practical application forum where the curriculum is applied to build individual leadership skills and enhance group leadership capacities of these leaders. The 2011 curriculum includes the following study areas:

- **Making the case for addressing and resolving the issue - (Building a business case)**
- **Influencing the Political Will - (Navigating the political landscape)**
- **Developing a Regional Economic Development Strategy - (Strategic Planning)**
- **Negotiating for Regional Mutual Gain - (Negotiating with and building consensus within groups)**
- **Producing Resources to Get Things Done - (Developing the financial support needed)**

In addition, the class will visit another city in the United States that is a model of regional economic development and learn how they moved the needle on improving the quality of place.

The culmination of these sessions and field study will result in the class developing a position paper on possible solutions and a roadmap to address regional economic development.

The class will have the opportunity to meet and dialogue with today's most innovative thinkers on regional economic development, and develop solutions to improve the Coast. In addition, the class will have the opportunity to sustain its work after 2011 by engaging in implementing their recommendations through the Gulf Coast Business Council.



## PROGRAM SCHEDULE

- **Reception – April**- Introduction of the class to the GCBC board.
- **Session One – April (1 day)** - Making the Case for Improving the Quality of Place in the Region
- **Session Two – May (2 night stay)**– Travel to the model city
- **Session Three – June (1 day)**– Influencing the Political Will
- **Session Four – August (1 day)** - Developing a Regional Economic Development Strategy
- **Session Five – September (1 day)** - Negotiating for Regional Mutual Gain
- **Session Six – October (1 day)** - Producing Resources to Get Things Done
- **Session Seven (Graduation) – November (1 day)** – Development of a position paper on possible solutions and a roadmap to address improving the quality of place in the region.