



**2021 LEADERSHIP DAYTONA CLASS XLI PROGRAM**  
*Leadership / Business / Communication / Community*

Leadership Daytona is a program of the Daytona Regional Chamber of Commerce designed for our community's active leaders. The program equips graduates with the skills, knowledge, and contacts needed as they accept the challenge to become a more visible resource to our community. Now entering its 41st year, this three-month journey is designed to engage class members in a unique and powerful opportunity to specifically solve a community issue, while learning from each other and other community leaders.

Leadership Daytona is the opportunity to make an investment in yourself, your company, your community, and in your fellow classmates. Every session provides the chance to share your passion, your energy, and your unique skillset. You can be a driving force in building new friendships and discovering ways to collaborate so together everyone can achieve more. Allowing yourself to be immersed in every facet of the leadership experience brings you inspiration, empowerment and so much more.

Are you ready for the challenge? If so, please apply.

**Final deadline for information is Thursday, July 8, 2021 by noon. Applicants will be reviewed, and participants accepted will be notified the end of day July 22, 2021.**

**How to Apply:**

Applicants are asked to submit a Letter of Interest (LOI) that includes the following information:

1. Sponsor Endorsement Letter
2. Statement of Interest and Purpose
3. Contact information and additional professional and personal experience

**Sponsor Endorsement Letter:**

This is a message of support from your immediate key sponsor at your place of employment. The letter should include their support of your attending each class and include what *they* hope you will achieve in this class. They may be specific in area(s) that they feel you could benefit from, i.e., presentation skills, leadership, project management, community involvement, organizational development, board development and general business knowledge.

*Your Sponsor Endorsement Letter is a very critical component of your application. Selection will rely on the support and enthusiasm of the sponsor and the employer.*

**Statement of Interest and Purpose:**

Tell us why you want to participate in the 2021 Leadership Daytona Class XLI. Be very specific in what you hope to achieve both personally and professionally. Include how you envision taking a leadership role in the class. Include your unique personality traits that you feel will establish you as an integral member of the class.

*Like the Sponsor Endorsement Letter, the Statement of Interest and Purpose is what will distinguish you from the other candidates. This is where the applicant review will look for creativity, passion, detail, specificity and inspiration.*

**Contact Information and Additional Professional & Personal Experience:**

- Your Contact information including email address and office phone number and cell phone.
- Employer information.
- A professional overview.
- A personal overview (personal interests and activities).
- Leadership experience (either professional, personal, volunteer, athletics, or faith-based).
- Volunteer experience.
- Board experience (none is necessary for consideration).
- Any additional enclosures you wish to include that you feel would help distinguish you from the other candidates. Feel free to be creative.

**How to submit your package:**

All documents including sponsor endorsement letter, statement of interest and purpose, full contact information and additional professional and personal experience are required for consideration in the class and should be scanned and sent as one **(1) PDF document**.

Email your final packet to Leadership Daytona Class of XLI to [Janet@DaytonaChamber.com](mailto:Janet@DaytonaChamber.com)

**Program Details:**

Classes are being scheduled for an August beginning date, with an opening reception on Thursday, August 19, 2021 from 3-7 pm. Remaining sessions will be scheduled through October. General class time and days of the week will vary and a schedule will be posted by July 1. A presentation of the class Chairman's Challenge will close the course along with a Graduation ceremony which will be held in early October.

There are 38 slots for the class.

**Current Daytona Regional Chamber Members accepted will be invoiced for a tuition of \$1,500; non-members accepted will be invoiced \$1,850.**

**Final deadline for information is Thursday, July 8, 2021 by noon. Participants will be notified by the end of day, July 22, 2021.**

For information or questions contact Janet Kersey, EVP & COO, Daytona Regional Chamber – [janet@daytonachamber.com](mailto:janet@daytonachamber.com) or 386 523 3676.

