



# tampa bay leadership review

## TEDDY ROOSEVELT/ THE UNIVERSITY OF TAMPA AND SOME LEADERSHIP LESSONS

by F. Frank Ghannadian, Ph.D.

The RNC and the Republican crowd in Tampa last August were not the first Republicans on our campus. More than a century ago, Theodore “Teddy” Roosevelt may have been the first Republican president who visited Tampa and the grounds of The University of Tampa. Many people visiting Tampa are intrigued by the old Tampa Bay Hotel, which is known today as Plant Hall.

During the Spanish American War, Plant Hall became the headquarters for troops going to Cuba and housed such visitors as Col. Roosevelt and many other celebrities. The Rough Riders and the Spanish American War may be forgotten by the general public unless they visit Tampa.

One can hardly talk about leadership without referring to Roosevelt, who is one of the most prolific leaders of the 20th century. Many books have been written about Roosevelt’s presidency and his model of leadership. Some examples of his style may be useful for future leaders and generations:

- **Finish what you start:** In 1912, Roosevelt, despite being shot in the chest by an assassin (the bullet went through his eyepiece holder and his thick speech manuscript), minutes later delivered a 90-minute speech.
- **Tell the truth even when it hurts:** Roosevelt used his oratorical skills to convey truth and tried to use nouns and verbs over adjectives. He avoided “weasel” words that lacked fact and feeling.



F. Frank Ghannadian, Ph.D.  
Dean, Sykes College  
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Theodore Roosevelt posing in his Spanish American War uniform. This photo was taken around the time of his visit to the Tampa Bay Hotel.

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## LEADING IN AN UNWIRED WORLD

by Pam Tope



Pam Tope  
Florida Region President –  
Verizon Wireless

I’ve been in the wireless communications industry for more than 25 years, and I’ve seen a tremendous amount of change across the industry and its technology in that time. Although these advancements have been extensive, it has been my experience that the fundamentals of solid leadership remain some of the most important components for success.

The late Gen. Omar Bradley stated it well when he said, “Leadership is intangible, and therefore no weapon ever designed can replace it.”

Leadership truly is intangible – but it can deliver tangible results. Throughout my career, and specifically as the Florida region president for Verizon Wireless, I’ve had the opportunity to shape my leadership style by harnessing lessons learned from both success and challenge. This journey has brought me to my current role, leading a valuable team of 2,300 exemplary employees to become one of Verizon’s fastest-growing regions.

Even though some of the most basic principles of leadership may seem like common sense they may not be common practice. These core values are easily overlooked when developing a solid strategic approach for an organization. It’s been my experience that there are key fundamental leadership guidelines that are invaluable to not only personal success, but also to the overall success of an entire organization.

**Integrity** — There is no compromise on this principle; there is no gray area. As a leader, integrity must be synonymous with your reputation. It is at the core of a true leader and is practiced at all times, even when no one is watching.

**Preparation** — You may have heard the old adage... “Luck favors the prepared.” The leaders I respect the most are ready for anything and surprised by nothing. Proactively approaching potential challenges will ultimately lead to better decision-making in the future. For example, because Florida is

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## Teddy Roosevelt/The University of Tampa and Some Leadership Lessons

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- **Regardless of technology it's the human component that counts:** In a speech he made to a crowd in Kansas City in 1903 he said that *"if you put the best of weapons in the hands of a coward, he will be beaten by a brave man with a club."* No matter how advanced we become, human error can destroy any good plan.
- **Apply rules consistently and absolutely to all:** Even though management tells us to be flexible and to use judgment, we must be careful to apply them equally to all.

- **"Give everyone a square deal":** Roosevelt was a people person, and was a fair man. He wanted all to have equal opportunity to accomplish everything they could and for everyone to achieve their potential.

For those wishing to read more about the 26th president who left a legacy for The University of Tampa, I recommend Edmund Morris's *The Rise of Theodore Roosevelt*, which won both the Pulitzer Prize and the National Book Award.

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## Leading in an Unwired World

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often faced with extreme weather conditions, you may have developed respect for leaders willing to "run to a crisis."

**Innovation** — In today's highly competitive global markets, even though you may be currently successful and profitable, it's not enough to be satisfied with the status quo. Leaders challenge their teams to be innovative, to find a "higher gear," recognizing there is always room for improvement. Some of the best performing organizations do not view competitors as enemies, but as challengers deserving respect – catalysts of change, a necessary driver for success and growth.

**Generosity** — Community outreach can be an incredibly rewarding cornerstone of your organization's reputation. Finding opportunities to share your organization's success and offer benefits from the products or services you provide demonstrates leadership. Last year, Verizon Wireless provided more than \$66 million in funding to nonprofits, while employees and retirees volunteered more than 673,000 hours of their time supporting them. Whether through money or time, giving back is not just a sign of great leadership, it's a duty great leaders embrace.

**Development** — Successfully developing talent from within the company is an attribute that can provide tremendous payback in the performance of your business unit. Investing time in providing your team the education, motivation and resources to excel empowers them to bring new ideas, as well as a sense of appreciation, to the table. Successful leaders give their teams clear accountability for the work, ability to measure progress, recognition for a job well done, projects that are challenging and a well-defined plan for opportunities for advancement. Loyalty from your people cannot be bought; it is earned.

**Believe** — Teams desire to believe in their companies, to believe in their leaders, and to believe that their work matters. Teams can truly believe in themselves and become empowered when they know that their leaders believe in THEM. Outstanding leaders gain employee buy-in, outlining company goals and visions and showing the possibility. One of the most important things I've learned with Verizon Wireless is the importance of alignment. Our company credo, the foundation of all that we do, serves as a constant reminder of our goals and visions as a company and as individuals. An inspired employee culture ensures the company's greatest asset – its human capital – is never overlooked. An open and collaborative culture centered on constructive feedback and proactive coaching creates an empowered workforce and, ultimately, positive end results. Leaders will hear comments like "we have accomplished things we never thought possible before."

In my view, the reputation as a strong leader is not developed overnight. Some of my most valued development came during untraditional (some might consider "unglamorous") movement within the organization...lateral moves, demotions, re-assignments into unfamiliar specialties. Looking back, there may not be a grand plan that works for everyone, nor is there a single path. That being said, I reflect on the constants of integrity, hard work, dedication and a desire to continually grow and learn...to be determined to overcome obstacles...to remain optimistic even during the most unpleasant circumstances...to create value and be valuable...to invest in your reputation as seriously and consistently as you should in your retirement account...to help others and surround yourself with great people...to be loyal and be a reason for loyalty.

# THE 2012-13 FLORIDA GOVERNOR'S LEADERSHIP FORUM: CIVIC LEADERSHIP AND RESPONSIBILITY

by Joseph Sclafani, Ph.D.

The TECO Center for Leadership is proud to have developed and begun the Florida Governor's Leadership Forum, featuring Florida's former governors and their views on civic leadership, involvement and responsibility. This first-of-its-kind event is the newest student leadership development initiative established at The University of Tampa.

UT's leader-in-residence, former Tampa Mayor Pam Iorio, conceived the idea in conversations about her role in the student leadership programs currently offered at UT. Ms. Iorio has demonstrated leadership skills, and she is well established in the Tampa community. Her first book, *Straightforward, Ways to Live and Lead*, was released in November 2011. In the book she draws from her own experiences and shares the skills and characteristics needed to become an effective leader.

In 1985, Ms. Iorio became the youngest person ever elected to the Hillsborough County Commission, and for a decade before her successful run for mayor, she served as Supervisor of Elections. In 2003, she was sworn in as Mayor of Tampa, the second woman to hold the office, and was re-elected in 2007.

Employing her contacts with other Florida leaders, Ms. Iorio has invited former governors Bob Graham (1979-1987), Bob Martinez (1987-1991) and Charlie Crist (2007-2011) to speak with students in our leadership development programs.

The series began with Gov. Bob Graham on Tuesday, Nov. 27 in the Vaughn Center Board Room. Mr. Graham was the 38th Governor of Florida and a United States Senator from Florida from 1987 to 2005. Governor Graham's campaign trademark was to work a full day at various jobs representing his constituents. He totaled 386 separate days getting to know a variety of his fellow Floridians in this novel way.

Under Governor Graham's leadership, the state focused on economic diversification and environmental policies. During his tenure, the per capita income of Floridians exceeded the US average for the first time in state history. Governor Graham also launched the most extensive environmental protection program in the state's history, focused on preserving endangered lands.

At UT, Governor Graham spoke on the roles of civic engagement and responsibility working from his book titled



Joseph Sclafani, Ph.D.  
Interim Dean, College  
of Social Sciences,  
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*America, The Owner's Manual: Making Government Work for You*. Students engaged in a highly interactive discussion related to his book as part of the governor's visit. One theme explored was the apparent civic illiteracy among college-aged citizens and what can be done to educate and inform this important age group. Following his talk, the governor signed copies of his book, which were paid for by five sponsoring local law firms: Squire Sanders, Holland & Knight, Carlton Fields, Gray Robinson, Trenham Kemper.

Additional talks will be scheduled for the Spring 2013 semester. Students will receive separate invitations for each speaker as the dates are known. Gov. Charlie Crist spoke on Feb. 20, 2013.

Mr. Crist was the 44th Governor of Florida. He previously served as a state senator, the Education Commissioner and as State Attorney General. Mr. Crist's term as governor ended in January 2011.

An environmental advocate, Gov. Crist proposed that the State of Florida buy 187,000 acres of land for conservation. He described the deal "as monumental as our nation's first national park." The agreement, which is still being finalized, will eventually give the state 73,000 acres of what are now sugar and citrus plantations for critical Everglades restoration projects.

Gov. Crist was instrumental in the state's health insurance reform efforts. It was Mr. Crist who signed a law expanding health coverage statewide for autism disorders and he has also signed legislation expanding low-income coverage and creating public and private insurance options in the state.

## Student Leadership Development Opportunities are Numerous

Student leadership development programs at UT include our minor in Leadership Studies and a special four-year, scholarship cohort group called the President's Leadership Fellows. We are also inviting other select students from programs such as ELITE and ROTC. ELITE (Educating Leaders in Today's Environment) is a Student Affairs run entry point to leadership development for many students at UT. The Spartan Battalion of the US Army's ROTC program at UT is an award-winning program offering demonstrated excellence, adventure, challenge, travel, camaraderie, and leadership development opportunities. UT's program alumni include three Medal of Honor recipients, former army generals and distinguished members of the federal and state government.

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*The 2012-13 Florida Governor's Leadership Forum:  
Civic Leadership and Responsibility*

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Two ROTC cadets were awarded the Raytheon Trophy by the Secretary of the Army in 1996 and 2005, distinguishing them as the most outstanding ROTC commissioned graduates in their respective commission years. The Spartan ROTC program, designed for full-time undergraduate or graduate students seeking an officer commission in the Army, Army Reserve or Army National Guard, is the only non-military college with multiple Raytheon Award winners.

The format for the Governor's Leadership Forum is for each student to receive an advance copy of the leadership book written by the presenting governor or a leadership book they recommend. Students read ahead and then have a chance to interact with the Governor in an informal setting.

This program serves as yet another point of distinction for our leadership programs and reflects the role, impact, and work that the TECO Center for Leadership does on this campus.

In future years, we are considering a possible series on military leadership with former and active Central Command leaders and our ROTC faculty.



***“My experience at the Governor’s Leadership Forum was enlightening because Gov. Graham’s outlook on community was similar to that of family. With programs and community involvement, he gave simple solutions that would enhance unprivileged neighborhoods’ education and quality of life. He explained how money is not the only issue and in order to fix poverty, Americans need to use their time to elevate each other’s futures.”***

***— Matthew Rutkovitz ‘12  
president, Student Government***

**Scenes from our  
Governor’s Leadership Forum  
featuring Gov. Bob Graham**



*Gov. Bob Graham asks the audience for questions during his presentation in the Vaughn Center Board Room on Nov. 27, 2012.*



*Gov. Graham signs a copy of his book *America, The Owner’s Manual: Making Government Work for You* for Matthew Rutkovitz, president, Student Government.*



*Dean Frank Ghannadian, Pam Iorio and Dr. Joseph Sclafani stand with Gov. Graham after an outstanding presentation.*

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For more information and registration, please visit [www.ut.edu/cfl](http://www.ut.edu/cfl) or contact Melissa A. Flohr, at [mflohr@ut.edu](mailto:mflohr@ut.edu) or (813) 257-3782.

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**Session 1:** Sustainable Ethical Leadership in a Competitive Marketplace

**Session 2:** Financial Statement Analysis for Managers

**Thursday • April 18, 2013**

**Session 3:** Leading Teams and Increasing Productivity

**Session 4:** Entrepreneurship and Innovation Within Organizations

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**Session 5:** Strategic Thinking in Your Company

**Session 6:** Building Relationships with Online Customers through Social Media Marketing



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Please type or print the following information and use one copy of this form for each enrollee. An additional questionnaire will be sent to attendees pending acceptance into the program.

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 \$445 per person, per day     \$1,195 per person, for all 3 days  
 I plan on attending:     Day 1     Day 2     Day 3     All 3 days  
 • Early bird discount of \$200 if registered for all 3 days by March 15. Multiple employee discount available. Please call.

**Make check payable to The University of Tampa.**  
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**CANCELLATION POLICY:** Seminar fee refunds will be granted for cancellations received up to 10 business days prior to the seminar start date minus a 10 percent administrative fee. Cancellations within 10 business days of the seminar are not eligible for a refund. All cancellations must be made in writing and can be emailed ([cfl@ut.edu](mailto:cfl@ut.edu)) or faxed (813) 258-7236. Refunds will not be given for no-shows. The University of Tampa reserves the right to cancel a seminar and is liable only to refund the seminar fee.



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