

November 2008



Speaker: **Michael J. Berland** – Former C.E.O., Penn, Schoen & Berland
On: **Friday, November 7, 2008**
Location: **River of Grass Ballroom**

Michael J. (“Mike”) Berland is an internationally recognized strategic advisor and communications consultant. He is the former C.E.O. of Penn, Schoen & Berland, a leading research-based strategic political and corporate communications company with six offices worldwide. His current and past clients include Qwest, BP, Coca-Cola, McDonald’s, Estee Lauder, Procter & Gamble as well as the National Hockey League, National Football League and the Dixie Chicks.

In addition to his roster of high-profile corporate clients, Mr. Berland works with political candidates in the U.S. and abroad. He served as a strategic advisor to New York City Mayor Michael Bloomberg in his first election in 2001 and his re-election in 2005. The New York Times described his work on the campaign as “transcending the traditional political fault lines of race, party and class.”

Mr. Berland was a key strategist in Hillary Clinton’s landslide New York State Senate victory using state of the art micro-targeting to win key suburban voters. In Clinton’s 2008 presidential campaign, he led the direct mail and targeting team.

Mr. Berland graduated magna cum laude from the University of Massachusetts at Amherst, where he was a Commonwealth Scholar and received his initial training at the Social and Demographic Research Institute. He lives in New York City with his wife and two children.



Speaker: **Senator Phil Gramm, ret.** – Former Texas Congressman / Senator
On: **Friday, November 21, 2008**
Location: **River of Grass Ballroom**

Senator Phil Gramm joined UBS Investment Bank as vice chairman in December of 2002, after serving 24 years in Congress, including the last 18 years as a Senator from Texas. In his role at UBS, Senator Gramm has focused on providing strategic advice to major corporate and institutional clients all around the world, as well as advice to government institutions and central banks.

Senator Gramm’s legislative record includes landmark bills like the Gramm-Latta Budgets, which reduced federal spending, rebuilt national defense and mandated the Reagan tax cut. Two years later, the Senator passed his Gramm-Rudman Act, which placed the first binding constraints on federal spending. As Chairman of the National Republican Senatorial Committee, he led the successful effort to restore a Republican majority in the Senate in 1994. The Gramm-Leach-Bliley Act repealed the 70-year old Glass-Steagall Act, which prohibited banks securities firms and insurance companies from affiliating. He has authored key reforms of the U.S. welfare system and the Homeland Security Act.

Senator Gramm holds a Ph.D. from the University of Georgia in economics, the subject he taught at Texas A&M University for 12 years. He has published numerous articles and books on subjects ranging from monetary theory and policy to private property to the economics of mineral extraction. He is married to Dr. Wendy Lee Gramm, former Chairman of the U.S. Commodity Futures Trading Commission under President Reagan.

12:00 Noon Luncheon at The Naples Beach Hotel
12:45 p.m. Address by Speaker
1:15 p.m. Questions from the audience

**** PLEASE call 436-3574 by 1-week prior if you are unable to attend ****

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2008-2009 Program

11/7/08 Michael J. Berland, Former C.E.O., Penn, Schoen & Berland
11/21/08 Senator Phil Gramm, ret., Former Texas Congressman/Senator
12/12/08 Michael Ramirez, Editorial Cartoonist, Investor's Business Daily
1/9/09 Sallie Krawcheck, C.E.O., Global Wealth Management, Citigroup
1/23/09 Michael K. Farr, CNBC Commentator
1/30/09 General John Abizaid, U.S. Army, ret., Commander, U.S. Central Command
2/13/09 Jeffrey R. Immelt, Chairman & C.E.O., General Electric
2/20/09 John Bul Dau, Author, "God Grew Tired of Us", Lost Boys of Sudan
3/6/09 Senator David F. Durenberger, ret., Founder, Nat'l. Institute of Health Policy
3/20/09 Dr. Julie L. Gerberding, Director, Centers for Disease Control & Prevention
4/3/09 Susan Page, USA Today, Washington Bureau Chief

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- Provide a congenial meeting atmosphere for members to enjoy prominent speakers in fields such as academia, business, economics, finance, government, health, international relations, media and the arts, science and technology;
- Promote the highest civic, moral and ethical standards;
- Share the "Forum Club Experience" with outstanding high school students in Collier County; and
- Provide scholarships to Collier County high school students.

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Forum Club of Southwest Florida, Inc. (239) 436-3574
1100 Fifth Avenue South, Suite 201 Naples, Florida 34102
www.TheForumClub.org / Email@TheForumClub.org