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*Our twenty-sixth season of prominent speaker programs*

*December 2010*

## NOTICE

Please be advised that the dates of two of our luncheons have been changed since they were originally published. John D. Negroponte will be speaking on Friday, January 7, 2011 and J. Christopher Flowers will be speaking on Friday, February, 18, 2011.

**Please make a note of this change on your calendars.**

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### DIRECTORS

### Diane Hessan

*President & CEO, Communispace*

*Friday, December 10, 2010*

*Naples Beach Hotel*



Diane Hessan is President and CEO of Communispace, one of the fastest growing social networking companies in the country, "with a Blue Chip client list that would make a Madison Avenue giant jealous," according to *Advertising Age*. A pioneer in creating online communities to help marketers generate consumer insights, Ms. Hessan helped found Communispace in 1999 and has not looked back.

Today, Ms. Hessan leads Communispace's employees in building and managing the more than 350 private online customer communities the company has created for a marquee list of global corporations. Communispace's revenues have tripled over the last four years, and the company enjoys a 90+ percent client retention rate.

Ms. Hessan has spent her 30-year career helping companies become customer-focused - both as a business executive, and as co-author of the best selling book *Customer-Centered Growth: Five Strategies for Building Competitive Advantage*. She has received many awards and citations for her leadership and workplace innovation, including Ernst & Young's Regional Entrepreneur of the Year, and the Greater Boston Chamber of Commerce Entrepreneur of the Year. In addition to her professional recognition, Ms. Hessan is quoted

George R. Abounader  
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 J. Howard Frazer  
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 Kenneth D. Krier  
 Peter L. Manion  
 Josephine A. Morse  
 J. Richard Munro  
 Robert G. Nichols  
 Linda H. Ottenad  
 James A. Pilon  
 Richard M. Rogan  
 John E. Sampson  
 John M. Stafford  
 Thomas B. Wheeler  
 Lisa D. Zack

## PAST PRESIDENTS

### Founder

William S. Gentry  
**1985**  
 Leonard F. Llewellyn  
**1986**  
 Brenda C. Wilson  
**1987**  
 Robert D. Stakich  
**1988**  
 Corbin A. Wyant  
**1989**  
 Tom Shea  
**1990**  
 Alan R. Korest  
**1991**  
 John T. Duffner  
**1992**  
 Joe B. Cox  
**1993**  
 William C. Sinclair  
**1994**  
 John M. Passidomo  
**1995**  
 Donald J. York  
**1996-1997**  
 Raymond Mueller  
**1997-1998**  
 R. James Harvey  
**1998-1999**  
 Carol E. Girardin  
**1999-2000**  
 Thomas E. Ingram  
**2000-2001**  
 Linda C. Flewelling  
**2001-2002**  
 Edwin J. Putzell Jr.

frequently in the business media and is a highly sought-after speaker and expert in the marketing arena.

Ms. Hessian serves on the boards of numerous organizations including The Business Innovation Factory, the Progressive Business Leaders Network, the Mass Technology Leadership Council Board of Trustees, Horizons for Homeless Children, The Boston Philharmonic, Stand for Children, and the Tufts Alumni Council.

A summa cum laude graduate of Tufts University, Ms. Hessian received an MBA from Harvard Business School. She is the mother of two college-age daughters and co-founder of The Sound Bytes, a cappella group that writes lyrics about business and performs at major conferences.

## Guest Ticket Request for December 10, 2010 Diane Hessian

To place a request for one guest ticket please submit to [email@theforumclub.org](mailto:email@theforumclub.org). If guest tickets are available, requests are processed in order of receipt and must be received by

**December 3rd.**

They will be mailed by that date and you will be billed \$40, or notified if there is no space. Please remember, guests must be accompanied by a member.

Tickets are Non-exchangeable and Non-refundable

## 2010 - 2011 STANDING COMMITTEES

*The Board of Directors welcomes your comments and concerns.  
Please address them in writing to the appropriate committee chairs.*

### Hospitality

Bill Allyn

### Membership

Tom Bringardner

### Programs

Dave Rismiller

### Student Guests

Roger Kempers

### Technology

Dick Rogan

## NEW DIRECTORS ELECTED

*Please welcome the newly elected class of 2010*

George R. Abounader  
 C. Michael Armstrong

**2002-2003**

L. Lindsey Halstead

**2003-2004**

William E. Hogle

**2004-2005**

Richard I. Wilson

**2005-2006**

Carl J. Kuehner

**2006-2007**

W. Wallace Abbott

**2007-2008**

Malcolm B. Chancey Jr.

**2008-2009**

Alan M. Horton

**2009-2010**

Wade F. Keller

**2010-2011  
SPEAKER  
PROGRAM****THOMAS J.  
DONOHUE****November 5, 2010**President & CEO  
U.S. Chamber of  
Commerce**JOHN W. ROWE****November 19, 2010**Chairman & CEO  
Exelon Corporation**DIANE HESSAN****December 10, 2010**President & CEO  
Communispace**JOHN D.****NEGROPONTE****January 7, 2011**Former Deputy Secretary  
of State, Director of  
National Intelligence,  
and U.S. Representative  
to the UN**HALEY BARBOUR****January 28, 2011**

Governor of Mississippi

**J. CHRISTOPHER  
FLOWERS****February 18, 2011**Founder, J.C. Flowers &  
Co.**RONALD A. DePINHO****February 25, 2011**Professor of Medicine,  
Harvard Medical School**DENISE MORRISON****March 11, 2011**Marilyn Beddor  
Karna Small Bodman  
Joseph G. Fogg III  
Peter L. Manion  
James A. Pilon  
John E. Sampson  
Thomas B. Wheeler  
Lisa D. Zack**The Community School of Naples**

Students from The Community School of Naples attended the luncheon on November 5, 2010 with Thomas J. Donohue, and were sponsored by Richard Smarg.

**MISSION STATEMENT**

The Forum Club's mission is to:

- *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*
- *Provide scholarships to Collier County high school students*

**INQUIRIES**

Forum Club of Southwest Florida, Inc.  
1100 Fifth Avenue South  
Suite 201  
Naples, FL 34102  
(239) 436-3574

[www.TheForumClub.org](http://www.TheForumClub.org)  
[Email@TheForumClub.org](mailto:Email@TheForumClub.org)

Senior Vice President &  
President, North America  
Soup, Sauces &  
Beverages, Campbell's

**DAVID R. IGNATIUS**

**March 25, 2011**

Associate Editor &  
Columnist  
*The Washington Post*

**H.**

**EDWARD HANWAY**

**April 8, 2011**

Former President,  
Chairman & CEO,  
CIGNA Corporation

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