

ForImpact

Memo for the Record

Organization: Civic Org.

R.M.: Mary

Prospect: Ron Davies

Other Attendees: Nick

September 23, 2010 @ Ron's Office

Discovery/Personal:

- Ron mentioned he put 'an additional \$500K' to Enterprise Center. We're not sure if that is on top of a first investment or was his first investment.
- Ron has built and sold several fire engine companies. Currently working with a technology that spits out a mixture of foam and water. *"We showcased this in the UK had one company that wanted to buy our company and another that wanted to buy the product."*
- "Fire capital of the world" – an ambition

Notes from Flow of Visit:

- This was our first run-through of the message. Spoke of a tiered opportunity at \$10K / \$100K / \$1M+. I think a follow-up strategy would be to put together a 'local strategy' and have Ron and Connector help us 'lead that effort'.
- We were trying to really play up 'changing the world', but Ron clearly pulls toward the economic development message – he even circled back to add more to that point when we finished.
- Got permission to talk to him about being engaged at one of the financial levels in a future visit. I would like to see him lead local effort .
- Referrals:
 - Mentioned Bob Smith – putting \$500K annually into St. Joe's High School.
 - John and Joe Jackson – big givers to University of Florida – fits profile. Were big mall developers.
- Agreed to help us get in to see names above, and I think Ron would help us with anyone that fit the strategy.

ForImpact

Attributable Quotes:

- #1 Message = City economic development! Also clicked with “Aging in Place”.
“This helping seniors concept is a really important deal around here.”

Action/Follow-up Required:

- Follow-up letter confirming that we will discuss level of commitment in Nov.
- Follow-up re: connecting us to referrals
- Meet with Jim L. re: local strategy and then go back to Ron for his leadership. I think investment and leadership will best be in context of a local goal.