

Florida's Emerging RETAIL LEADERS

FLORIDA'S
EMERGING
RETAIL LEADERS

Are You Eager to Take the Next Step in Your Profession?

FRF and FPMA are excited to announce the launch of a new group focused on supporting and growing our up-and-coming industry leaders who are ready to make the next move into higher level roles within their organization. Florida's Emerging Retail Leaders (FERL) is seeking a group of driven, energetic and passionate professionals who are eager to gain valuable advice, education and to enhance their overall leadership skills. Whether you may be at an early stage in your leadership journey, well on your way in an executive role, or somewhere in-between, FERL is a great opportunity to gain knowledge and connections to help you reach that next step.

Why Join Florida's Emerging Retail Leaders:

- Become a better leader and manager
- Learn valuable lessons from industry professionals
- Create connections with industry peers
- Hear from successful and influential leaders
- Grow yourself personally and professionally

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FERL was rebranded from the previous Young Executives Organization (YEO) which focused mainly on supporting petroleum and c-store members. But with Florida's retail industry being so diverse and dynamic, FRF/FPMA felt it was important to expand the membership to include employees from each of our different retail-related industries. We know that it can be difficult for eager and driven employees to gain the necessary skills needed to assume larger and more important roles in their organization. Florida Emerging Retail Leaders (FERL) will help support the personal and professional development of our future leaders by providing these skills through learning sessions with excellent speakers, and meetings with industry peers to discuss those issues facing industry

leaders and how to overcome them. FERL will provide networking and opportunities to establish meaningful relationships.

There is no cost to join, so if you or someone you know is interested in learning more about Florida's Emerging Retail Leaders and how it can benefit your growth as a professional, please contact Joanna Wolff at Joanna@fpma.org or 850.222.4082 or visit us online at frf.org. We also encourage the executives of FRF and FPMA members to identify those employees in your business you feel have the potential to play a bigger role in the future, and submit their name and information to us or encourage them to contact us so we can explain more of the benefits they'll receive by becoming a member of Florida's Emerging Retail Leaders. ●