



Young Executive Society Ambassadors – A History Awareness Challenge

YES Ambassadors!

13 June 2017

Proposition: Are you a young professional working in Collier County who is interested in being a living part of Naples history by being an Ambassador for Naples Historical Society? If so, join your peers in a preliminary exploration meeting for the Young Executive Society Ambassadors... *YES Ambassadors* for short!

Background: The Mission for Naples Historical Society is to preserve Naples' history and heritage for the community and future generations to enjoy. We fulfill our mission through five (5) preservation initiatives which are supported by ten (10) educational programs.

Through these educational programs, we reach a variety of audiences, but not all. That is the crux of this history awareness challenge and this proposed group of Young Executive Society Ambassadors, *YES Ambassadors*.

Our reach includes, but is not limited to:

1. elementary-aged students (next year, middle and high school students),
2. self-proclaimed "old timers" and/or their family members,
3. professional financial advisors and old Naples' retail, hotel, restaurant owners,
4. ACE Industry (architects, contractors, engineers)
5. community residents (seasonal and year-round)
6. Visitors from Florida, USA (Northeast and Midwest), Canada, and western Europe

Awareness of the Society, our local history and the programs the Society offers is far more significant today than 10 years ago (there was only one minor program in 2007), but there is always more to do. With a wide array of opportunities, choosing where and how to focus limited resources are not easy leadership and strategic decisions. We are not all things to all people, but we maintain a sharp focus on what we do choose to pursue.

With regard to the use of Historic Palm Cottage, it's important to note that staff, volunteer, and visitor capacity limitations curtail the volume of guests and, at times, program delivery. **Raw numbers are certainly important, but we choose also to look at collective community impact; that is the greater area of interest for this proposition.**

Impact for the *YES Ambassadors* is defined as engendering an appreciation for this community's history, recognizing the value of preserving it, cultivating an understanding about the myriad programs available at the Society, and expanding the Society's friendship network.

This could be made possible through the outreach generosity of a young professional crowd: the Young Executive Society Ambassadors or *YES Ambassadors!*

Next Steps

Naples Historical Society would like to host an exploratory qualitative research meeting at Historic Palm Cottage™ at **5:30pm on Thursday, August 10, 2017**. The address is below.

Champagne, wine, cheese and other elegant nibbles will be provided.

Leading this effort for this initial meeting will be Elaine Reed, President & CEO of Naples Historical Society, but the primary contact for Q&A or future gatherings, etc., will be a new Society staff member you'll meet soon.

SPECIAL OFFER: The Society will make an offer that cannot be refused to those who participate! That will include winning a complimentary rental of Historic Palm Cottage and The Norris Gardens for a private event of your choice, a \$1,500 value, AND being part of something very big...to be explained when we meet!

R.S.V.P.

If you are interested in participating in this exploratory meeting (no commitment required), please confirm with the Challenge's benevolent and organizing volunteer, Amanda Beights: amanda@napleschamber.org. Thank you, Amanda!

Thank you for your consideration...It Takes a Community to Preserve One!



239-261-8164

www.NaplesHistoricalSociety.org

Educational HQ: Historic Palm Cottage, 137 12th Avenue South, Naples FL 34102
Built in 1895 and listed on the National Register of Historic Places
(Beach parking passes are acceptable at metered parking spaces.)

Administrative HQ: 107 Broad Ave South, a 1910 Contributing Historic Building in the Naples Historic District

Mailing Address: P.O. Box 201, Naples FL 34106