

FLORENCE CEO UNIVERSITY

6-16, MAY 2008





## Florence

*From the darkness, like a miracle,  
a new spirit was born  
of a rare harmony of man with himself.*

Cari Amici,

*T*he Fleur-de-Lis, symbol of Florence, is said to signify perfection, light and life. Legend has it that an angel presented Clovis, the Merovingian king of the Franks, with a golden lily as a symbol of his purification. It is quite befitting that Florence, the birthplace of the Renaissance, uses a lily as the city's symbol and coat of arms.

It is our hope that the CEO Florence University – through the experiential learning and lively conversations, the superb culinary and social events, and the unsurpassed beauty of the city and its art – will awaken your own personal genius. Our theme for the week is Studia Humanitatis, the philosophy that through learning, we can gain true knowledge and create meaning in our lives. Our Committee is working hard to design a fully integrated education and off-site program, incorporating enlightening faculty who will charge your spirits and ignite your imaginations.

We look forward to having you join us in May to behold the magic of Florence. Dare to imagine what the great beauty of this city and its rich traditions can do for each of you.

Warmest Regards,  
**Simonetta and Momi Brandolini d'Adda**  
*Florence University Chairs*



May

Florence Symposiums, 6-10 May

Tuesday, 6 May  
Symposiums Begin

6

7

8

9

10

Saturday, 10 May  
Symposiums arrive in Florence

11

Sunday, 11 May  
Off-Sites, Registration Party,  
Opening Ceremony, Social

12

Monday, 12 May  
Education, Off-Sites, Social

13

Tuesday, 13 May  
Education, Off-Sites, Social

14

Wednesday, 14 May  
Education, Off-Sites, Social

15

Thursday, 15 May  
Education, Off-Sites,  
Closing Ceremonies, Social

16

Friday, 16 May  
University Departures

HOTELS

*Your Florence Address*

During the University you will be staying at one of two of the finest hotels in Florence. Each differs in atmosphere, but both are historic and exhibit an Italian charm all their own. The hotels are directly across from one another and connect by the Piazza Ognissanti, where the off-sites will depart. Education sessions will take place at the Grand Hotel.

WESTIN EXCELSIOR

Here you will find old-world grandeur combined with modern conveniences. Occupying two palaces rebuilt in 1815, this hotel has lovely views of the Arno. Inside are marble floors and columns, 19th century staircases, statues, stained-glass windows, and oil paintings.

The service is polished, and the rooms are luxurious. [www.starwood.com](http://www.starwood.com)



GRAND HOTEL

A stunning Renaissance building, this smaller-scale hotel equals the Westin Excelsior in terms of elegance and service. The Grand Hotel has acquired its regular customers who prefer its smaller size. [www.starwood.com](http://www.starwood.com)



## S O C I A L S

### *Evenings In Florence*

*Experience the magic of the Italian Bella Vita during some wonderful educational evening socials at the most exclusive venues in Florence and the surrounding area. Each evening you can expect social and musical programs that reflect the spirit of the Renaissance and the Florentine's zest for life.*

The Opening Ceremony will be held in the Sala dei Cinquecento in the Palazzo Vecchio followed by dinner in the spectacular Palazzo Gerini. A historical center for the Italian Enlightenment in the 1700s, the Palace has recently been completely renovated by current owner Marchesa Sveva Cavaletti Gaetani.

On Monday, the Galleria dell'Accademia will be opened exclusively for CEO. Founded in 1563, it was the first school in Europe set up to teach the techniques of drawing, painting, and sculpture. Since 1873, many of Michelangelo's most important works have been in the Accademia, including his most famous, which dominates the collection – *David*.

From a country medieval dinner, to a Renaissance Gala at the majestic Palazzo Corsini, to the ultimate favorite, Dine Around on Tuesday evening, you will have a rare opportunity to glimpse into some of the most outstanding private palaces and villas in Italy.



### *Social Evening Dress Chart*

May

**Sunday, 11 May Opening Ceremony  
Dinner Palazzo Gerini**

Business Attire  
Ladies: Dress, Pants/skirts suit  
Men: Coat & Tie/suit

11

**Monday, 12 May Galleria dell'Accademia**

Cocktail Attire  
Ladies: cocktail dress or suit  
Men: Coat & Tie/suit

12

13

**Tuesday, 13 May Dine Arouds**

Cocktail Attire  
Ladies: cocktail dress or suit  
Men: Coat & Tie/suit

14

**Wednesday, 14 May Medieval Dinner  
Torre di Bellosguardo**

Smart Casual  
Ladies: Sweater or blouse, jacket, slacks, skirt  
Men: Sweater, slacks no tie

15

**Thursday, 15 May Closing Ceremony  
Dinner Palazzo Corsini**

Black Tie  
Ladies: Cocktail, long dresses  
or dressy evening separates  
Men: Tuxedo

## PACKING AND TRAVEL ESSENTIALS

### *Proper Documentation*

European Union (EU) residents and visitors from the United States, Canada, Australia and New Zealand do not need visas for stays of up to six months. However, all non-EU visitors need to bring a valid passport. British citizens may use a Visitor's Card.

### *Arriving by Air*

You will either arrive at Florence's Amerigo Vespucci Airport (FLR) or Pisa's Galileo Galilei Airport (PSA). If you arrive in Pisa, please note that the journey to Florence takes approximately one hour. CEO will provide airport transportation to the Westin Excelsior and Grand Hotel upon your arrival on Saturday, 10 May, and Sunday, 11 May provided you have turned in your itinerary. Departure transportation will also be provided on Friday, 16 May.

### *Travel Plans*

You may turn in your flight information via [www.ceo.org](http://www.ceo.org) <<http://www.ceo.org/>> or directly to CEO Events Service Specialist Ann Long at [along@ceo.org](mailto:along@ceo.org) <<mailto:along@ceo.org>> or by fax at +301.280.2577. To ensure the accuracy of your flight information, please provide it in writing; we are unable to take your details by phone.

### *Climate*

May is a wonderful time to visit Florence. The average daytime temperatures range from 8 to 24 degrees Celsius (65-75 degrees Fahrenheit). Evening temperatures range from 5 to 10 degrees Celsius (41 to 50 degrees Fahrenheit). Occasional rain showers can be expected.

### *What to Wear*

As it will be spring in Florence, we suggest that you bring along a rain jacket and sweaters. Italians have a smart approach to dressing in layers. As the sun comes out, layers can be pulled off to remain cool, or as the sun sets, a sweater or jacket can be added for warmth.

In general, smart casual attire is appropriate for the day's education classes and off-site excursions. Evenings can get cool, so women are encouraged to bring evening jackets or wraps.

High-heeled shoes are not recommended during the day because of the extensive walking required for most of the activities. Also, when visiting churches and monasteries, modest dress is recommended and shoulders must be covered. Shorts or Bermudas are not acceptable city attire. You will be doing a great deal of exploration on foot in and around the city, so comfort is a must!

### *Electricity*

Italy's electric voltage is 220 AC, 50 cycles. Electrical plugs are the two round-pin type. Adapters are recommended.

### *Currency*

Euros are used throughout Italy. You can obtain Euros at any bank, ATM machine, or Ufficio di Cambio in Florence. To find the current exchange rate visit the Universal Currency Converter online at [www.xe.com/ucc/](http://www.xe.com/ucc/)

### *Tipping*

A 10 to 15 percent service charge is added to some restaurant bills, but waiters expect a small tip in addition to the billed amount. Taxi drivers, porters and doormen expect a small gratuity of one to 10 Euros depending on service given.

### *University Registration Fee*

Your registration fee includes your stay at the Westin Excelsior and Grand Hotel for the nights of 11-16 May 2008. Should you wish to arrive early or stay late, please inform Events Service Specialist Ann Long [along@ceo.org](mailto:along@ceo.org) at your earliest convenience so she may make these arrangements.

### *Upcoming Information*

You will be receiving a Florence University plane packet mid-April, which will include important travel information, last-minute details on the program, luggage tags, registration news, and much, much more!

### Questions?

If you have any questions or need assistance on any of the matters above, please contact Ann Long at [along@ceo.org](mailto:along@ceo.org), or 301.280.2556 or fax to 301.280.2577.

# Hospitality

## Hospitality Benvenuti!

Hospitality Chairs Michael and Sandy Collins are looking forward to welcoming you warmly to the Florence University with their co-chairs Terri and Alan Spoon. From the moment you arrive until the day you depart, the hospitality committee will be some of the most visible CEOers at the University. Not only will they be on hand to answer questions, but they will also make sure you meet others and understand University logistics.



*Hospitality Chairs Michael and Sandy Collins*



# FLORENCE SYMPOSIUMS

## *Symposium Arrival Information*

If you are participating in a Florence Symposium prior to the University, please consult the chart below in order to make your travel plans.

### Symposiums 6-11 May 2008 *Private Villas in Tuscany*

<b>Symposium</b>	<b>Arrival Date</b>	<b>Opening Evening Start Time</b>	<b>Arrival Airport</b>
A Medici Symposium	Tuesday, 6 May 2008	6:00pm Welcome Drinks and Introductions	Pisa (PSA) 15 minute transfer OR Florence (FLR) 60 minute transfer
A Taste of Tuscany Symposium	Tuesday, 6 May 2008	6:00pm Welcome Drinks and Introductions	Florence (FLR) 45-60 minute transfer
Medieval Tuscany and Monastic Life Symposium	Tuesday, 6 May 2008	6:00pm Welcome Drinks and Introductions	Florence (FLR) 70 minute transfer

Begin your Florence University experience in the Italian countryside, immersing in the culture and lifestyle of Tuscany. Meet the most famous Medicis, spend a day in the life of a medieval monk, or savor and learn to prepare or understand the region's flavorful cuisine and wines. Each will offer an intimate, forum-like setting, as you retreat to a private home or Italian villa with other CEO couples. All Symposiums will end on 10 May in plenty of time to travel to Florence where your hotel for the evening is included in the Symposium fee, and partake in weekend off-sites and University registration on Sunday. There are very few spaces remaining for each Symposium. Registration is limited. Please log on to [www.ceo.org](http://www.ceo.org) to register or contact CEO Director Mary Kline at 301.280.2542, or [mkline@ceo.org](mailto:mkline@ceo.org) for more information.

□

## FLORENCE SYMPOSIUMS

### I. Medici Patronage: Villa Salviati

Get to know the Medici, and understand how this influential family brought Florence under its power, allowing for an environment where art and humanism flourished.

▮



### Preliminary Itinerary

**Tuesday, 6 May** - Arrive in Pisa and travel to Villa Salviati. Hear an overview lecture by esteemed historian Ross King over cocktails before having dinner at the Villa.

▮

**Wednesday, 7 May** - Breakfast will be followed by morning exercise off-sites and a hike. Pay a visit to Pisa and the magical Calci monastery; enjoy a grilled lunch at the estate's Forest Lodge and an afternoon lecture and olive oil tasting. Following evening cocktails, join CEO friends for dinner along with an expert who will introduce you to some of Tuscany's finest culinary specialties.

**Thursday, 8 May** - Begin your day with breakfast and morning exercise off-sites before heading to Lucca for a visit to the city's cathedral and historic center. Enjoy lunch at Buca di Sant'Antonio and pay a visit to the gardens at the Villa Reale di Marlia. Return to the Villa for an informal lecture.

**Friday, 9 May** - Pay a morning visit to the Carrara marble caves with resource John Taylor, followed by lunch in Forte dei Marmi. The afternoon will be filled with fireside education and various estate activities. A music performance at the Villa will be followed by dinner in the evening.

**Saturday, 10 May** - Depart for Florence and make a stop in Pistoia to visit the historic center. Afternoon overview and Walk through History afternoon off-site. The evening is free to spend as you choose.



## FLORENCE SYMPOSIUMS

### II. Medieval and Monastic Life: Radi Di Montagna

Step back in time and experience the world of medieval Tuscany through historian-led discussions and excursions led by historian Bill Cook.

See how Italian aristocrats, peasants, and monastics spent their days and nights while residing at Radi di Montagna.



#### Preliminary Itinerary

**Tuesday, 6 May** - Arrive in Florence and transfer by car to Radi di Montagna (*approximately a 70-minute drive*). In the evening, enjoy cocktails and, an introductory lecture from historian Bill Cook, followed by dinner.

**Wednesday, 7 May** - Begin the day with breakfast and a morning hike before traveling to nearby Siena where you will visit the Cathedral, Palazzo Pubblico and one of the Contradas of the city. Enjoy lunch in Siena and return back to Radi di Montagna by way of Monteriggioni to view the impressive architecture of this medieval castle town. Hear an informal lecture and participate in an olive oil tasting before partaking in cocktails and dinner with an expert who will join the group and share his knowledge on Tuscan culinary specialties.

**Thursday, 8 May** - Travel to San Gimignano and the Romanesque church at Mensano. You will also pay a visit to Volterra in the afternoon. Dinner will be served at the Villa after a special concert.

**Friday, 9 May** - Morning activities and breakfast will precede an excursion to San Galgano, Pienza and Monteoliveto. Borgo Antico will host CEO for lunch near Montalcino with a wine tasting and the group will also visit Sant'Antimo. An informal dinner at the estate will follow.

**Saturday, 10 May** - Depart early morning following breakfast for Florence. You will make a stop at the Certosa di Galluzzo, Florence's main abbey, in route. Estimated time of arrival is 1:00 pm, allowing time for lunch and overview talk on Florence as well as the Walk through History off-site. Your evening is free to spend with friends.

## FLORENCE SYMPOSIUMS

### III. A Taste of Tuscany

Learn about Tuscany's fine wines, olive oil, and cuisine at the enchanting country estate of Il Prato in the heart of the Chianti Region. Visits to the surrounding medieval towns and markets, along with a day trip to Siena, will be included in this unique Symposium. You will also learn about the Middle Ages and Renaissance in Italy with historians John Paoletti and Ross King.



#### Preliminary Itinerary

**Tuesday, 6 May** - Arrive in Florence and transfer by car to Il Prato (*approximately a 60-minute drive*). In the evening, you will enjoy cocktails and an introductory lecture by historian John Paoletti followed by dinner.

**Wednesday, 7 May** - Visit the Chianti towns and the local wine and cheese shops with a local expert followed by a wine tasting luncheon at the Antinori's Osteria of Badia a Passignano. An informal lecture in the afternoon will be followed by a fun evening of cocktails and cooking school with the famed butcher Dario Cecchini

**Thursday, 8 May** - You will spend the day in Siena and visit the city's center with historians Ross King and Fabrizio Nevola. View a contrada and the cathedral. After returning to Il Prato, sit in on a fireside lecture before dinner

**Friday, 9 May** - Visit the medieval castle of Volpaia where you can take part in a hands-on cooking session followed by a wine tasting and luncheon. Spend the afternoon exploring the Chianti Region before dinner at Il Prato.

**Saturday, 10 May** - Depart early morning for Florence following breakfast. You will make a stop at the Saturday market in Greve in route. Estimated time of arrival is 1:00 pm, allowing time for lunch and overview talk on Florence as well as the Walk through History off-site. Your evening is free to spend with friends

## EDUCATION

### *Awaken Your Own Genius*

#### Florence Education

Under the astute Medici leadership, Florence enjoyed a period of prosperity and cultural ferment during the 14th and 15th centuries. The result was an outpouring of art and architecture, remarkable for its astonishing developments on the Gothic past and its conscious attempt to give rebirth to Classical values. The rediscovery of works by ancient philosophers such as Cicero and Plato profoundly influenced the intellectual preoccupations of the day. Their ideas inspired the Humanists, who emphasized the importance of Classical learning and eloquence in human affairs.

During the Florence University education program you will explore the Renaissance and begin to understand what constitutes a genius. We hope you will leave the University having discovered the same stimulus for creativity in your own life that inspired the Italian masters.

With Florence as your classroom, Education Chairs Yum and Ross Arnold have designed a curriculum that will examine the achievements of geniuses such as Michelangelo, Da Vinci, Machiavelli and the Medici during several diverse education tracks.

#### *Arte*

*(Arts & Letters)*

Artists began breaking away from the confines of the medieval tradition to explore new genres and ideas. This track will delve into the architecture, painting, literature, music, sculpture, and design of Florence through the ages.

#### *Storia*

*(Political Science & Economics)*

During the Renaissance, education began to filter down to the general public and for the first time in hundreds of years, ancient and classical texts were read and debated. Learn more about Florence's leadership, geopolitics, economics, commerce, and war from a historical perspective.

#### *Terra e Aria*

*(Science & Philosophy)*

Men such as Leonardo da Vinci and Galileo Galilei no longer accepted at face value the teachings of the Church. They wanted to discover for themselves the secrets of the universe. Learn more about Florence's impact on science, astronomy, philosophy, religion, and personal growth.





*Bill Cook*



*John T. Paoletti*



*Elaine Ruffolo*



*John Reich*



*William E. Wallace*



*Michael Gelb*



*Dava Sobel*



*Sara N. James*



*Robert "Rab" Hatfield*



*Maurizio Seracini*



*Ross King*

# Reading & Film List

## Recommended Reading and Films

Should you like to read about Florentine history or culture prior to your arrival, here are a few of our recommendations:

**The Stones of Florence** by Mary McCarthy  
*This is a charming personal view of the unique personality of the city of Florence.*

**The House of Medici: Its Rise and Fall**  
by Christopher Hibbert  
*This account of the success and struggles of the Medici family embodies the spirit of the Italian Renaissance.*

**The Merchant of Prato** by Iris Origo  
*A historical account of the life of the 14th-century textile trader Francesco de Marco Datini.*

**Autobiography** by Benvenuto Cellini  
*The memoirs of the legendary 16th-century goldsmith and sculptor.*

**Italian Villas and Gardens** by Edith Wharton

**The History of Florence** by Christopher Hibbert

**The Civilization of the Renaissance in Italy**  
by Jacob Burckhardt  
*A scholarly survey by one of the great art historians of the 1800s.*

**Brunelleschi's Dome and Michelangelo and the Pope's Ceiling** by Ross King

**The Renaissance** by Paul Johnson

**Galileo's Daughter** by Dava Sobel

**Autobiography of a City** by C.S. Lewis

**The Medici, Michelangelo and the Art of Late Renaissance Florence** by Cristina Acidini Luchinat, Marco Chiarini, Suzanne Butters, and Kane Cox-Rearick

**The Feud That Sparked the Renaissance: How Brunelleschi and Ghiberti Changed the Art World** by Paul Robert Walker

**Leonardo da Vinci: Flights of the Mind: A Biography** by Charles Nicholl

**Leonardo, Portrait of a Master** by Bruno Nardini

**Leonardo da Vinci (Revised Edition)**  
by Kenneth Clark and Martin Kemp

**The Da Vinci Notebooks** by Leonardo da Vinci

**The Lives of the Artists** by Vasari  
*A 16th-century look at the Florentine art colony.*

*The series of mystery novels set in Florence written by M. Nabb, including Death of an Englishman, The Marshal and the Murderer, and Property of Blood.*

**How to Think Like Leonardo da Vinci: Seven Steps to Genius Every Day** by Michael Gelb

**The Sixteen Pleasures** by Robert Hellenga

**The Agony and the Ecstasy** by Irving Stone  
*Historical light fiction on the life of Michelangelo.*

**Magnifico** by Miles J. Unger

**Medici Money** by Tim Parks

**Florence and the Medici** by J.R. Hale

**The Florentine Renaissance** by Vincent Cronin

**Renaissance Florence** by Gene A. Brucker

**The Penguin Book of the Renaissance**  
by J.H. Plumb

## Films and Videos

**Up at the Villa** by W. Somerset Maugham

**A Room with a View**  
*(Merchant/ Ivory Film, 1986)*

**The Power of the Past** *(a PBS documentary)*

**Tea with Mussolini** by Franco Zeffirelli

**Where Angels Fear to Tread** by E.M. Forster

**Brother Sun, Sister Moon**  
*(director: Franco Zeffirelli, 1973)*

**Much Ado About Nothing**  
*(director: Kenneth Branagh, 1993)*

**Romeo and Juliet**  
*(director: Franco Zeffirelli, 1968)*

**The Agony and the Ecstasy**  
*(director: Carol Reed, 1965)*  
*Based on Irving Stone's historical novel about Michelangelo.*

**The English Patient**  
*(director: Anthony Minghella, 1996)*



# COMMITTEE

## Florence University Committee

Simonetta and Momi Brandolini d'Adda

*Chairs*

Yum and Ross Arnold

*Onsite Education Chairs*

Michael and Sandy Collins

*Hospitality Chairs*

Phil and Lauren Hughes

*Off-Site Education Chairs*

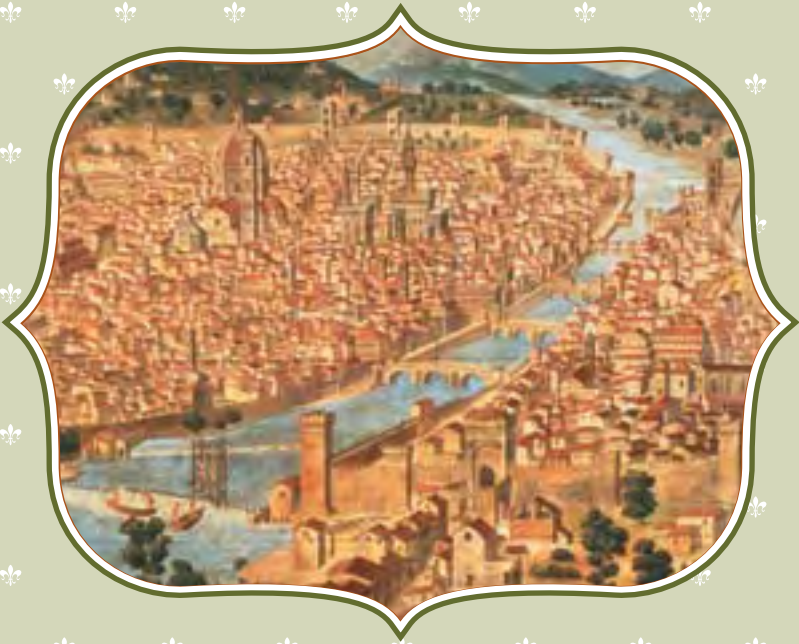
Jim and Tam Martin

*Senior Advisors*

Terri and Alan Spoon

*Hospitality Co-Chairs*

FLORENCE



FLORENCE CEO UNIVERSITY

MAY 6th-16th 2008





## Florence

*From the darkness, like a miracle,  
a new spirit was born  
of a rare harmony of man with himself.*

Cari Amici,

Soon our University Committee will be greeting you with open arms in Florence as we begin our journey in Tuscany. We have worked hard to build a program that we are confident you will enjoy. Please take the time to read through the materials we have sent to you so that when you arrive in Florence, you will know what to expect. I think that most of my fellow CEOers who are experienced University attendees will agree that the more you participate, the more you will take home. Hundreds of events will be taking place during the course of the University, and you could easily be going full speed from morning to night.

Please take a look at the Week-At-A-Glance that was mailed to you with the off-site brochure. This will help you get a feel for daily activities and our education sessions so that you can pace yourself accordingly. You can also access all communications materials by logging on to [www.ceo.org](http://www.ceo.org)

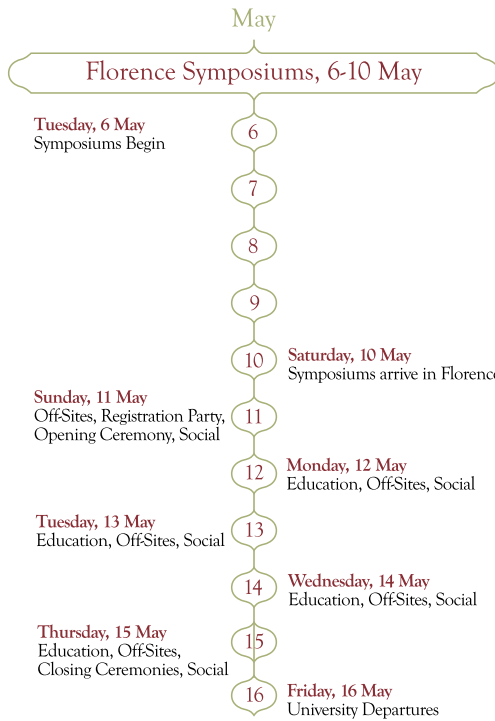
You should return home physically exhausted, but full of knowledge, some new friends, and a lifetime of memories!

We have worked diligently to have education resources interwoven throughout our University. Please take advantage of the many historians and other resources you meet throughout the week. They would love to talk more with you.

Finally, may we suggest *Carpe Diem*. Take advantage of this opportunity to seize the moment and embrace life in a new way. Our hope is that this experience will be a perfect union between the inquiry of the mind, the curiosity of the senses, and the pleasure of the unique human interaction that forms the way of life in Florence.

Feliciter,  
Simonetta and Momi Brandolini d'Adda  
CEO Florence University Chairs





## UNIVERSITY ESSENTIALS

### *Your Florence Address*

Please remember that check-in time at both the Grand Hotel and the Westin Excelsior is 3:00 pm and your room will most likely not be available prior to that time. You can guarantee that your room is available when you arrive by notifying CEO Headquarters as soon as possible that you would like to reserve your room for the night before you arrive. Please be aware that you will be charged the full cost of your guest room for the night before your arrival if choosing this option.

If you would like to see a full list of amenities for the Grand Hotel and the Westin Excelsior, log on to [www.starwood.com](http://www.starwood.com)

## HOSPITALITY

### *Benvenuti!*

Hospitality Chairs Michael and Sandy Collins along with 12 volunteer CEO couples will welcome you with open arms to Italy, quickly making you feel at home in Florence. Your Hospitality Committee will help you to maneuver the hotels and city, make the most of the University program, and offer guidance in how to take advantage of all the marvelous opportunities both in and out of the classroom. The goal of the Committee is to ensure that you have an enjoyable week, and that you leave Florence with fond memories and new CEO friends.



# S O C I A L S

## *Evenings In Florence*

Nights in Florence will be magical. Whether dining outdoors under the stars during a medieval dinner or partaking in a sumptuous evening at a private palace, evenings during the University will be a celebration of the timeless beauty of Florence. Each evening you can expect to experience wonderful art, music, and entertainment coupled with fabulous Italian cuisine and wine.



### *Social Evening Dress Chart*

May

**Sunday, 11 May Opening Ceremony**  
**Dinner Palazzo Gerini**

Business Attire  
*Ladies: Dress, Pants/skirts suit*  
*Men: Coat & Tiesuit*

11

**Monday, 12 May Galleria dell'Accademia**

Cocktail Attire  
*Ladies: cocktail dress or suit*  
*Men: Coat & Tiesuit*

12

13

**Tuesday, 13 May Dine Arounds**

Cocktail Attire  
*Ladies: cocktail dress or suit*  
*Men: Coat & Tiesuit*

14

**Wednesday, 14 May Medieval Dinner**  
**Torre di Bellosguardo**

Smart Casual  
*Ladies: Sweater or blouse, jacket, slacks, skirt*  
*Men: Sweater, slacks no tie*

15

**Thursday, 15 May Closing Ceremony**  
**Dinner Palazzo Corsini**

Black Tie  
*Ladies: Cocktail, long dresses*  
*or dressy evening seperates*  
*Men: Tuxedo*

## TRAVEL ESSENTIALS

### *Let Us Know Your Plans*

Please remember to notify CEO of your travel plans so that we may provide transportation for you upon arrival to Italy as well as departure from the University. You may turn in your flight information via [www.ceo.org](http://www.ceo.org) or directly to CEO Events Service Specialist Ann Long by e-mailing [along@ceo.org](mailto:along@ceo.org) or faxing to 301.280.2577.

To update your travel itinerary online, log on to [www.ceo.org](http://www.ceo.org), click on Florence University, and select "Edit Registration." To ensure the accuracy of your flight information, please provide it in writing; we are unable to take your details by phone.

### *Proper Documentation*

European Union (EU) residents and visitors from the United States, Canada, Australia, and New Zealand do not need visas for stays of up to six months. However, all non-EU visitors need to bring a valid passport. British citizens may use a Visitor's Card.

### *Arriving by Air*

You should plan to arrive at Florence's Amerigo Vespucci Airport (FLR) or Pisa's Galileo Galilei Airport (PSA). If you arrive in Pisa, please note that the journey to Florence takes approximately one hour. CEO will provide airport transportation to the Westin Excelsior and Grand Hotel upon your arrival provided you have turned in your itinerary in advance. Departure transportation will also be provided on Friday, 16 May.

### *Climate*

The average daytime temperatures range from 8 to 24 degrees Celsius (65-75 degrees Fahrenheit). Evening temperatures range from 5 to 10 degrees Celsius (41 to 50 degrees Fahrenheit). Occasional rain showers can be expected.

### *Keeping In Touch with Home*

For those who want to stay in touch with family and business associates, wireless Internet access is available at the Westin Excelsior and the Grand Hotel. We would suggest you bring your own devices in order to connect to the Internet. Please remember to let your family and business know your itinerary before you depart for Italy. For your convenience, included in this packet are "Leave Behind Cards" with the hotels and Symposium villa contact information for you to give to those who might need to get in touch with you during the University.

### *What to Wear*

As it will be spring in Florence, we suggest that you bring along a rain jacket and sweaters. Italians have a smart approach to dressing in layers. As the sun comes out, layers can be pulled off to remain cool, or as the sun sets, a sweater or jacket can be added for warmth. In general, smart casual attire is appropriate for the day's education classes and off-site excursions. Evenings can get cool, so women are encouraged to bring evening jackets or wraps. High-heeled shoes are not recommended during the day because of the extensive walking required for most of the activities. Also, when visiting churches and monasteries, modest dress is recommended and shoulders must be covered. Shorts or Bermudas are not acceptable city attire. You will be doing a great deal of exploration on foot in and around the city, so comfort is a must!

### *Essential Reading*

Don't forget to bring along your copy of DK Eyewitness Guidebook: *Florence & Tuscany*, which is enclosed in this mailing. The guide will provide some great reading during your flight and serve as a reference during the University with useful maps, information, and helpful Italian phrases

### Questions?

If you have any questions or need assistance on any travel or hotel questions, please contact Ann Long at [along@ceo.org](mailto:along@ceo.org) or 301.280.2556 or fax to 301.280.2577. For questions related to CEO off-site activities, please contact Staci Brinkman at [sbrinkman@ceo.org](mailto:sbrinkman@ceo.org) or 301.280.2551.

For any general Florence University or Symposium questions, please contact Mary Kline at [mkline@ceo.org](mailto:mkline@ceo.org) or 301.280.2542.

# University Registration

If you arrive in Florence on Saturday, 10 May and would like to pick up your registration materials, you may do so from 2:00-6:00 pm at the Westin Excelsior. The Florence University registration party will be held on Sunday, 11 May from 10:00 am until 6:00 pm in the same location. Come mix and mingle with CEO friends in the adjoining Caminetto area where you can enjoy refreshments outdoors. You will receive all of your registration information, including name badges, binders with the education curriculum, agenda, maps, and social invitations. You will also receive a special registration newsletter and custom-designed University bags filled with other goodies.

The Off-site Desk will be open on both Saturday and Sunday to assist you with any questions you may have.

## **CEO Information Desk**

The University Information Desk will be open from 8:00 am until 6:00 pm Monday through Thursday at the Grand Hotel. Here you will find CEO staff and Young Ambassadors who will assist in answering questions you may have while in Florence.

## **Security Matters**

The Florence University Committee has gone to great lengths to ensure security during your time in Florence. It is important that you wear your official University name badge during meals, off-sites, education classes and social events. On the back of your name badge, you will find contact information for our CEO on-site doctor. We encourage you to use this number if you need assistance. While out and about in Florence, you should observe some common precautions just as you would when visiting any city. Keep your handbags and packages closed and with you at all times. Expensive jewelry and fine watches should not be worn when you are out sight seeing or on off-site excursions.

## **Young Ambassadors**

An integral part of our Hospitality Committee and our University will be a group of Young Ambassadors. These volunteers are university students, young professionals, and children of CEOers who will help you feel comfortable in your new surroundings. The Ambassadors are fluent in English as well as Italian. Please don't hesitate to ask one of them for assistance.

## **Breakfast and Lunch**

Except for those events that have clearly specified seating arrangements, University seating at meals is open. We suggest that you avoid sitting with members you have known for years and instead choose to sit next to a new face, someone who may be your next best friend. If you are participating in an off-site during breakfast or lunchtime, a meal will be provided for you as part of the off-site.

## **The Nightly News**

An information-packed newsletter filled with details about the upcoming day's classes, off-sites, social events, and added opportunities will be delivered to your hotel room in the evening. It is important that you use the agenda given to you each evening as the most accurate listing of times and classes for the next day's events. If for some reason you do not receive your newsletter, copies will be available at the CEO Information Desk.

# FLORENCE SYMPOSIUMS

## *Symposium Arrival Information*

If you are participating in a Florence Symposium prior to the University, please consult the chart below in order to make your travel plans.

**Symposiums**    6 - 10 May 2008    *Private Villas in Tuscany*

<b>Symposium</b>	<b>Arrival Date</b>	<b>Opening Evening Start Time</b>	<b>Arrival Airport</b>
A Medici Symposium	Tuesday, 6 May	6:00 pm Welcome Drinks and Introductions	Pisa (PSA) 15 minute transfer OR Florence (FLR) 60 minute transfer
A Taste of Tuscany Symposium	Tuesday, 6 May	6:00 pm Welcome Drinks and Introductions	Florence (FLR) 45-60 minute transfer
Medieval Tuscany and Monastic Life Symposium	Tuesday, 6 May	6:00 pm Welcome Drinks and Introductions	Florence (FLR) 70 minute transfer



# EDUCATION

## *Awaken Your Own Genius*

### Florence Education

Consider your breed; you were not made to live like beasts,  
but to follow virtue and knowledge.

*Ulysses, speaking in the Inferno,  
canto XXVI, by Dante Alighieri (1265-1321)*

We have designed our morning education sessions to awaken your own genius and open your hearts and minds to great, new endeavors. If you have not yet done so, please take a look at the University Web site to view biographical information on our talented faculty who will be sharing the week with us.

From morning until night, Florence in its glorious splendor will be your classroom. Museums, churches, galleries, private palaces, and villas normally closed to the public will be open for our learning and enjoyment. Our international faculty will be joining many of you on excursions throughout the city, expanding on the concepts presented in the classroom to the off-site program.

We encourage you to log on to the CEO Web site and take a look at the reading and film list and make a selection or two to read or view before arriving in Italy. We invite you to immerse yourself in our educational opportunities and create your own customized journey.



*Yum and Ross Arnold*  
CEO Onsite Education Chairs

### Florence Off-Site Education

If you have not yet done so, please review the Florence off-site brochure mailed to you in early March and send your registration forms to CEO. Registration will be open through 1 May in order for you to make adjustments to your selections. You should have received confirmation of your choices from CEO in this mailing. Once you arrive in Florence, you will have an opportunity to make additional changes at the off-site desk during University registration.



FLORENCE UNIVERSITY

## Who's Coming



### Florence University Committee

Simonetta and Momi Brandolini d'Adda  
*Chairs*

Yum and Ross Arnold  
*Onsite Education Chairs*

Michael and Sandy Collins  
*Hospitality Chairs*

Phil and Lauren Hughes  
*Off-Site Education Chairs*

Jim and Tam Martin  
*Senior Advisors*

Terri and Alan Spoon  
*Hospitality Co-Chairs*

\* Denotes First Time Attendee



**Larry & Linda Abbott**  
Columbus, Ohio, USA

**Stan Adelstein & Lynda Clark**  
Rapid City, South Dakota, USA

**Jim & Kathy Anderson**  
Templeton, California, USA

**Yum & Ross Arnold**  
Atlanta, Georgia, USA

**Herb & Sharron Bank**  
Stevenson, Maryland, USA

**Mel & Hope Barkan**  
Boston, Massachusetts, USA

**Jim & Diana Barnes**  
Winter Park, Florida, USA

**Danny & Talia Bejarano**  
New York, New York, USA

**Paul & Jane Bishop**  
Louisville, Ohio, USA

**Dave & Janet Bornhoeft**  
Northfield, Illinois, USA

**Robert & Cecily Bradshaw**  
Toronto, Ontario, Canada

**Simonetta & Momi Brandolini d'Adda\***  
Florence, Italy

**Michael & Janet Brent**  
Uxbridge, Middlesex, England  
United Kingdom

**Les & Connie Buechele\***  
Innsbrook, Missouri, USA

**Ken & Trish Byers**  
Atlanta, Georgia, USA

**Po and Helen Chung**  
Wanchai, Hong Kong, China

**Neil & Marcy Cohen\***  
Beltsville, Maryland, USA

**Michael & Sandy Collins**  
Coral Gables, Florida, USA

**John & Chris Currie**  
Toronto, Ontario, Canada

**John & Jeanie Cushman**  
Los Angeles, California, USA

**Art & Leona DeFehr\***  
Winnipeg, Manitoba, Canada

**Dave & Joan Delaney\***  
Long Beach, New York, USA

**Jim & Janet Dicke**  
New Bremen, Ohio, USA

**Mike Dillard & Libby Meyer**  
Oklahoma City, Oklahoma, USA

**Bob & Veronica Egelston**  
Pasadena, California, USA

**Karl & Stevie Eller**  
Phoenix, Arizona, USA

**Burt & Suzy Farbman**  
Southfield, Michigan, USA

**Paul & Jean Finkelstein**  
Minneapolis, Minnesota, USA

**Bill & Prudence Finn**  
Charleston, South Carolina, USA

**Jim & Marg Fleck**  
Toronto, Ontario, Canada

**Jamie & Mary French**  
Birmingham, Alabama, USA

**Tom & Ann Fries \***  
Commerce City, Colorado, USA

**Mark & Lou Gambill\***  
Richmond, Virginia, USA

**Lloyd & Mary Ann Gerlach**  
Elm Grove, Wisconsin, USA

**Jody & Sheila Grant**  
Dallas, Texas, USA

**Mel & Sue Gray**  
Homewood, Illinois, USA

**Randy & Marilee Hatcher\***  
Augusta, Georgia, USA

**Ernie & Aya Higa\***  
Tokyo, Japan

**Art & Barbara Hilsinger**  
Dedham, Massachusetts, USA

**David & Elizabeth Hoak\***  
Des Moines, Iowa, USA

**Juergen & Helena Hoffmeister\***  
Biberach, Germany

**Bruce & Beth Hotze**  
Houston, Texas, USA

**Steve Hoyt & Karen Thelin**  
Minneapolis, Minnesota, USA

**Phil & Lauren Hughes\***  
Greenville, South Carolina, USA

**Al & Joanne Hutzler**  
Richmond, Virginia, USA

**Bill and Marci Ingram**  
Columbus, Ohio, USA

**Andy & Peggy Kahn**  
Larchmont, New York, USA

**Jerry Katell**  
Rome, Italy

**Art & Alison Kern**  
Tiburon, California, USA

**Tighe & Kathy King**  
York, Pennsylvania, USA

**Steve & Hevin Knappenberger**  
Phoenix, Arizona, USA

**Bruce Lauritzen**  
Omaha, Nebraska, USA

**Tim & Joan Little**  
Lowell, Massachusetts, USA

**Thomas & Eva Loesch**  
Duesseldorf, Germany

**Dickie & Cheri Longoria**  
Laredo, Texas, USA

**Papa Doug & Betsy Manchester**  
La Jolla, California, USA

**Joe & Marguerite Marino**  
York, Pennsylvania, USA

**Jim & Tam Martin**  
Knoxville, Tennessee, USA

**Rob & Jennie McCabe**  
Nashville, Tennessee, USA

**Jim & Carol McCarl**  
Hilton Head Island, South Carolina, USA

**Kent & Celia McClelland\***  
Phoenix, Arizona, USA

**Dave & Cookie Metzler**  
Mechanicsburg, Pennsylvania, USA

**John & Leigh Middleton**  
Bryn Mawr, Pennsylvania, USA

**Larry Mock**  
Atlanta, Georgia, USA

**Bill & Kay Morton**  
Greenwich, Connecticut, USA

**Paul & Sarah Nicholson**  
Durham, England, United Kingdom

**Merrill & Carol Oster**  
Cedar Falls, Iowa, USA

**David & Helen Price**  
Santa Monica, California, USA

**John & Terry Rakolta**  
Detroit, Michigan, USA

**Bob & Rita Randall**  
Cranberry Township, Pennsylvania, USA

**Bill & Joan Reiling**  
St. Paul, Minnesota, USA

**Rich & Connie Riley\***  
Westwood, Massachusetts, USA

**Bill & Laura Rothacker\***  
Englewood, Colorado, USA

**John & Janis Ruan**  
Des Moines, Iowa, USA

**Paul & June Schorr**  
Lincoln, Nebraska, USA

**Jack & Gloria Schroeder**  
Bronxville, New York, USA

**Tom & Lyn Shields**  
Beverly, Massachusetts, USA

**Azad & Ashleigh Shivdasani\***  
London, England, United Kingdom

**Lloyd & Barbara Sigel\***  
Naples, Florida, USA

**Howard & Sue Simon\***  
New York, New York, USA

**Tom & Anna Bain Slater**  
Vero Beach, Florida, USA

**Zuheir & Susan Sofia**  
Columbus, Ohio, USA

**Alan & Terri Spoon**  
Wellesley, Massachusetts, USA

**Paul & Margarita Sprague**  
New Canaan, Connecticut, USA

**Pack & Jill St. Clair**  
Neodesha, Kansas, USA

**Dennis & Betty Sun**  
New Territories, Hong Kong, China

**Yoshi & June Tanaka**  
Kyoto, Japan

**Zane & Joan Tankel**  
New York, New York, USA

**Joe & Flinda Terteling**  
Boise, Idaho, USA

**Terry & Naomi Thomas**  
Phoenix, Arizona, USA

**Arni & Susan Thorsteinson**  
Winnipeg, Manitoba, Canada

**Bob & Rowann Villency**  
New York, New York, USA

**Ron & Vicki Weiner**  
New York, New York, USA

**Alison & Joe Winter**  
Pasadena, California, USA

**Don & Jean Wolf**  
Chevy Chase, Maryland, USA

**Jack & Barbara Woodhull**  
Newport Beach, California, USA



*experience. uncommon. connections.*

Chief Executive Organization 7920 Norfolk Avenue, Suite 400 Bethesda, Maryland 20814-2507 USA  
T: 301.656.9220 F: 301.280.2577 [www.ceo.org](http://www.ceo.org) [events@ceo.org](mailto:events@ceo.org)