

TAMPA BAY Business Journal



30 UNDER 30

This year's class talks about the future and what they enjoy doing outside the office. **Page 19**

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THREE DOLLARS

R. Thomas Riggs: Remembers his blessings



Tips of the trade

How do you manage the information flow? Time management and delegation

How do you keep yourself current in your field? Staying connected with other CEOs in the profession and serving on leadership roles in professional trade associations helps me keep in touch with cutting-edge information.

Where do you get new ideas? From colleagues mainly—from a sound assessment of organizational core competencies and environmental trends, along with being helpful in other community systems that our expertise may be able to help.

How do you organize your "things to do list"? I keep in mind what is important, what is strategic—prioritizing among a confusing array of "things" involves sound time management—and keeping in mind the organizational mission and strategic plan.

What's a valuable lesson a mentor taught you related to your profession? Read business books. What is good corporate practice in a nonprofit is similar to any successful corporation.

How do you measure your own success? By the successes of the thousands of persons we serve—making a positive difference for persons in need and the communities we serve.

How do you recharge your batteries? Recharging for me involves the outdoors—bicycling, hiking, fishing and other hobbies and activities,

EXECUTIVE PROFILE

WHO AM I?

NAME: R. Thomas Riggs, LCSW

TITLE AND COMPANY: President and CEO, Directions for Mental Health

YEARS WITH THE COMPANY: 25

YEARS IN TAMPA BAY AREA: 29

NATURE OF BUSINESS: Nonprofit community mental health

EDUCATION: Bachelor's from Duke University, master's from Columbia University

WHERE YOU GREW UP AND WHAT IT WAS LIKE: Western Pa., when the steel mills and coal mines were still big employers

what would you be doing? Environmental causes

What is your favorite activity with your family? Camping by a trout stream.

If you could have dinner with one person you've never met, who would it be and why? Mario Batali but I'll cook and he should bring the wines because I'd like to share with him what I've learned about Italian cooking.

Who are your heroes in the business world and why? Peter Drucker—he got it.

What do you read for business and for pleasure? Best business book recently was "Built to Change." For pleasure, the most recent Randy Wayne White novel

Do you collect anything and if so, what? Memories.

Words to the wise

Tell about a sticky situation in your life (business or personal) and how you got through it. When going through a high-stress period, I remind myself of my health and family blessings, and practice stress reduction techniques, then remind myself, "Christmas will come this year, too."

How could Tampa Bay change to be more business friendly? Combine rational growth management with support of business—the long-range view of success.

along with staying close to my family, and cooking for them.

Background check

What was your first paid job? U.S. Navy
What did you want to be when you grew up? A naval officer

What's the most personal item in your office and why is it there? Pictures of my family

If you weren't in your current career,