

Re+Connect at the 2021

FOAA

ANNUAL
CONVENTION

OCT 6 - 8
NAPLES GRANDE RESORT
NAPLES, FL

CONVENTION PROGRAM
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FLORIDA OUTDOOR ADVERTISING ASSOCIATION
314 N GADSDEN STREET | SUITE 1 | TALLAHASSEE, FL 32301
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WELCOME

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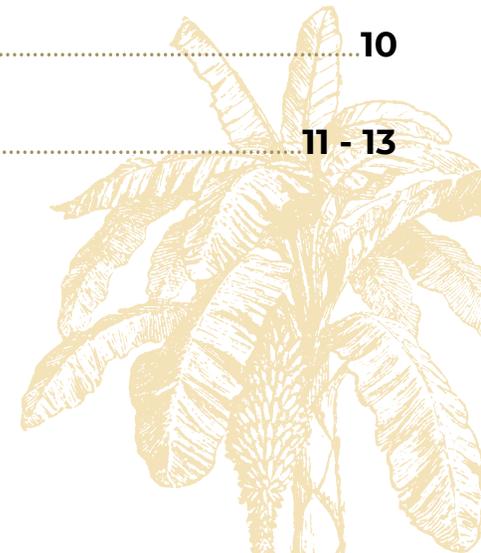
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NAPLES GRANDE
BEACH RESORT



AGENDA OF EVENTS

WEDNESDAY, OCTOBER 6, 2021

8:30AM - 12:00PM

REGISTRATION

Location: Orchid Foyer

9:00AM - 10:30AM

BOARD OF DIRECTORS MEETING (CLOSED)

Location: Orchid 1

10:30AM - NOON

GENERAL MEMBERSHIP MEETING (MEMBERS ONLY)

Location: Orchid 2-4

12:45PM - 5:00PM

FOAA 7TH ANNUAL M.A. "CHIP" LABORDE MEMORIAL GOLF TOURNAMENT

Location: Naples Grande Golf Club

Sponsored by: Lamar Advertising

4:00PM - 5:00PM

REGISTRATION

Location: Orchid Foyer

6:00PM - 7:30PM

WELCOME RECEPTION

Location: Palm Terrace Pool

Backup Location: Orchid Foyer

Sponsored by: Media Resources

THURSDAY, OCTOBER 7, 2021

9:00AM - 5:00PM

REGISTRATION

Location: Orchid Foyer

9:00AM - 10:30AM

CONTINENTAL BREAKFAST

Location: Orchid Foyer

Sponsored by: SALTER>MITCHELL PR

10:30AM - 11:30AM

OPENING SESSION: ANNA BAGER, PRESIDENT & CEO, OAAA

Location: Orchid 2-4

Sponsored by: Selective Structures

11:45AM - 1:30PM

KEYNOTE LUNCHEON: JIMMY PATRONIS, FLORIDA CHIEF FINANCIAL OFFICER

Location: Orchid 1

Sponsored by: DeanMead Law Firm & Gray Robinson Law Firm

THURSDAY, OCTOBER 7, 2021

1:45PM - 2:45PM

COMMUNICATION STRATEGIES IN THE AGE OF A PANDEMIC

Speakers: French Brown, Dean Mead Law Firm
Chris Gent, Florida Public Relations Association

Location: Orchid 2-4

2:45PM - 3:45PM

FDOT UPDATE

Speakers: Will Watts, Chief Engineer, Florida Department of Transportation

FDOT Right-of-Way Office

Billy Benson, Administrator, Field Operations, Outdoor Advertising
Mike Green, Supervisor, Outdoor Advertising Control Office Operations
Dana Marcum, Project Manager, Resource & Vegetation Management
Ken Pye, Manager, Outdoor Advertising & Logo

Location: Orchid 2-4

3:45PM - 4:00PM

SWEET TREATS BREAK

Location: Orchid 2-4

Sponsored by: Independent's Service Co.

4:00PM - 5:00PM

LEGISLATIVE PANEL DISCUSSION

Moderator: French Brown, FOAA Legislative Consultant

Legislative Guests: Senator Ana Maria Rodriguez

Representative Lauren Melo

Representative Jenna Persons-Mulicka

Representative Bob Rommel

Location: Orchid 2-4

5:30PM - 7:00PM

GALA RECEPTION

Location: Acacia 1-3

Sponsored by: OAI Visual Branding

FRIDAY, OCTOBER 8, 2021

8:00AM - 8:30AM

COFFEE & BREAKFAST PASTRIES

Location: Vista Ballroom

8:30AM - 9:30AM

FDOT VEGETATION MANAGEMENT WORKSHOP

Location: Vista Ballroom

Speaker: Dana E. Marcum, Project Manager, Resource & Vegetation Management, FDOT



7th Annual M.A. "Chip" LaBorde Memorial Golf Tournament

October 6, 2021
Naples Grande Resort

As we journey through life, there are people we meet who make a lasting and permanent impression on us. They stand out not only for their dedication to their profession but for their unique ability to lead with passion and vision.

M.A. "Chip" LaBorde, former Southeastern Regional Manager, Lamar Advertising and past FOAA Board Chairman, was one of those special people. He gave more than 40 years of service to the outdoor advertising industry and with more than 15 years of those serving on the FOAA Board of Directors.

Chip passed away on August 5, 2011 and in recognition of his many years of service and dedication to Florida's outdoor advertising industry, the annual golf tournament was renamed to "The M.A. "Chip" LaBorde Memorial Golf Tournament."

This convention will mark the seventh year the tournament has been held in Chip's honor and to carry on his legacy.

*"Tenderly we treasure the past, with
memories that will always last."*

M.A. "Chip" LaBorde
9/15/1949 - 8/5/2011

CONVENTION SPONSORS

FOAA sincerely thanks our 2021 sponsors for supporting the association and making the Annual Conference possible!

Welcome Amenity



M.A. "Chip" LaBorde Memorial Golf Tournament & Prizes



Welcome Reception & Name Badges



Continental Breakfast



Keynote Luncheon



Opening Session



Sweet Treats Afternoon Break & Sponsorship Banner



Gala Reception



Program



Program Ads





Jimmy Patronis is a native Floridian, born and raised in Panama City. He earned his associate degree in restaurant management from Gulf Coast Community College and a bachelor's degree in political science from Florida State University. He is a partner in a family-owned seafood restaurant called Captain Anderson's that celebrated its 50th anniversary in 2017. His public service career began with experience as an intern in the Florida Senate and the United Kingdom's House of Commons. Following Patronis' college graduation, Governor Lawton Chiles appointed him to the Florida Elections Commission, and he was later reappointed by Governor Jeb Bush.

He served in the Florida House of Representatives from 2006 to 2014, representing his hometown region in the Florida Panhandle. He was appointed to serve on Florida's Public Service Commission, as well as the Constitution Revision Commission, which meets once every twenty years to propose changes to the state constitution. He and wife Katie are proud parents to two sons, Jimmy Theo III and John Michael.

Florida's CFO oversees the state's accounting and auditing functions and unclaimed property, monitors the investment of state funds and manages the deferred compensation program and risk management program for the state. Insurance consumer service is handled by the CFO, and the office is responsible for the licensing and oversight of insurance agents and agencies, as well as funeral homes and cemeteries. Insurance fraud investigation also is overseen by the CFO, as well as ensuring businesses have workers' compensation coverage in place for employees and helping injured workers with benefit payments and re-employment.

KEYNOTE SPEAKER

Jimmy Patronis, Florida Chief Financial Officer

LEGISLATIVE GUESTS



Senator Ana Maria Rodriguez
District: 39 - Republican

Miami-Dade and Monroe Counties

- Elected to the Senate in 2020
- House of Representatives, 2018-2020
- Senior Vice President of Miami Realtors
- Committees: Finance and Tax, Chair; Appropriations Subcom on Health and Human Services, Vice Chair; Agriculture; Appropriations Subcom on Criminal and Civil Justice; Military and Veterans Affairs, Space, and Domestic Security; Reapportionment; Select Subcom on Legislative Reapportionment; Transportation



Representative Lauren Melo
District: 80 - Republican

Hendry and part of Collier Counties

- Elected to Florida House of Representatives in 2020
- Real Estate Broker
- Committees: Post-Secondary Education & Lifelong Learning Subcommittee Vice Chair; Health & Human Services Committee; Finance & Facilities Subcom; Environment, Agriculture & Flooding Subcom; Local Administration & Veterans Affairs Subcom; Secondary Education & Career Development Subcom; State Legislative Redistricting Subcom



Representative Jenna Persons-Mulicka
District: 78 - Republican

Part of Lee County

- Attorney
- Elected to the Florida House of Representatives in 2020
- Committees: Infrastructure & Tourism Appropriations Subcommittee, Vice Chair; Health & Human Services Committee; Finance & Facilities Subcom Joint Legislative Auditing Committee; Local Administration & Veterans Affairs Subcom; Post-Secondary Education & Lifelong Learning Subcom; State Legislative Redistricting Subcom



Representative Bob Rommel
District: 106 - Republican

Part of Collier County

- House of Representatives in 2016, reelected subsequently
- Restaurant Owner
- Committees: Regulatory Reform Subcom, Chair; Commerce Committee; Redistricting Committee; Rules Committee; Infrastructure & Tourism Appropriations Subcom; Professions & Public Health Subcom



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legislative
fly-in

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2021 CONVENTION SPEAKERS



Anna Bager, Anna Bager, a seasoned media industry veteran, is the president & CEO of the Out of Home Advertising Association of America (OAAA), the national trade association that represents the out of home (OOH) advertising industry. Bager is spearheading the OOH industry's transformation into one of the most exciting media platforms for brands today, with a focus on tech innovation, ease of buying and integration with other mediums. Prior to joining OAAA, Bager was executive vice president of industry initiatives at IAB, leading all digital, mobile, video, audio, and data industry initiatives as well as all thought leadership which included the Digital Content NewFronts. She has been named one of the 30 most powerful women in mobile advertising by Business Insider and one of the top women in media by Folio magazine and Cynopsis Media.



Billy Benson is the Supervisor of Outdoor Advertising Field Operations. He has served in this capacity since May of 2016. Prior to joining the Department, Billy worked at the Department of Business and Professional Regulation. Before relocating to Florida, Billy practiced law in Birmingham, Alabama for approximately 20 years. Billy is a father of two daughters. His oldest daughter, Mackie, is 22 years old and his youngest, Josie, is 20 years old. Billy is a sports fanatic and spends as much time as he can with his family and friends.



French Brown offers clients 12 years of experience practicing in state and local taxation. Prior to joining Dean Mead, he practiced at Hopping, Green & Sams. He began his legal career at the Florida Department of Revenue, where he quickly rose to the position of Deputy Director of Technical Assistance and Dispute Resolution. There he oversaw more than 50 department attorneys, accountants and auditors in charge of legal guidance, agency rulemaking, and informal audit protests. Mr. Brown assists businesses with Florida tax planning and controversies. Recognized as an Up and Comer in State and Local Taxation by Chambers USA- America's Leading Business Lawyers, 2017 and 2018, French was also honored as one of Florida's Legal Elite Up & Comers by Florida Trend magazine, 2018, 2020



Chris Gent, APR, CPRC is a Board Member and the Vice President of Professional Development at the Florida Public Relations Association. He is a seasoned public relations professional with more than 30 years of experience in internal and external communications, marketing and advertising, media and public relations, employee outreach, special events, and corporate philanthropy. Chris earned his bachelor's degree in communications from the UCF and master's degree in strategic public relations from The George Washington University in Washington, DC, where he graduated valedictorian. Chris is accredited in public relations and a certified public relations counselor through the Florida Public Relations Association. Chris and his wife live in Orlando and have 7 children and three grandchildren.



Michael Green is the Outdoor Advertising Office Operations Supervisor and has been with FDOT since 2011 supervising both field and office operations. He also serves as the contract manager for the state's Logo Sign Program. In addition, Michael performs dual roles as the ODA Data Steward, and the Right of Way Enterprise Data Steward for the Department's ROADS Initiative. Michael has over 24 years of experience in serving the state through licensing and regulatory programs. Michael is a graduate of Southeast Missouri State University.



Dana Marcum Dana Marcum is the Project Manager for Resource & Vegetation Management in Right of Way Operations. He has served in this capacity since March 2018. Prior to his arrival at FDOT, Dana was employed by the Leon County Clerk of Court & the Florida Department of Environmental Protection. Dana is a husband and the father of a 20-year old son (Shawn) & an 18-year old daughter (Jordan). When he is not spending time with his family, Dana enjoys working out, biking, and playing lots of golf.

2021 SPEAKERS CONT.



Ken Pye is the Manager of Outdoor Advertising & Logo. He has served in this capacity since May of 2016. Prior to becoming Manager Ken served as the Supervisor of Outdoor Advertising Field Operations. He has worked for the Department of Transportation since March of 2012.

Ken has worked in State Government with both the Department of Revenue and the Department of Education. He has also worked for several years in the private sector.

Ken is a husband and father of three. He has a daughter who is fourteen and twin boys that are twelve. Ken is actively involved in his Church and loves spending time with his family.



Will Watts has broad public agency and consulting firm experience. Will currently is the Chief Engineer for the Florida Department of Transportation. This position is the Chief Technical Officer for the agency. He directs and provides policy in many of the functional areas for FDOT. Functional areas that report to the Chief Engineer are Right of Way, Design, Traffic Operations, Program Management, Construction, Materials, Maintenance, and Emergency Operations.

Will has a diverse technical and program management background, from all areas in production and operations. Will is focused on furthering the agencies priorities of improving safety, enhancing mobility, and inspiring innovation for Florida.

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