

CONVENTION PROGRAM

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FLORIDA OUTDOOR ADVERTISING ASSOCIATION  
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FOAA

FLORIDA OUTDOOR ADVERTISING ASSOCIATION

2022

CONVENTION

SEPTEMBER 21-23

HAMMOCK BEACH RESORT  
PALM COAST, FL

# WELCOME

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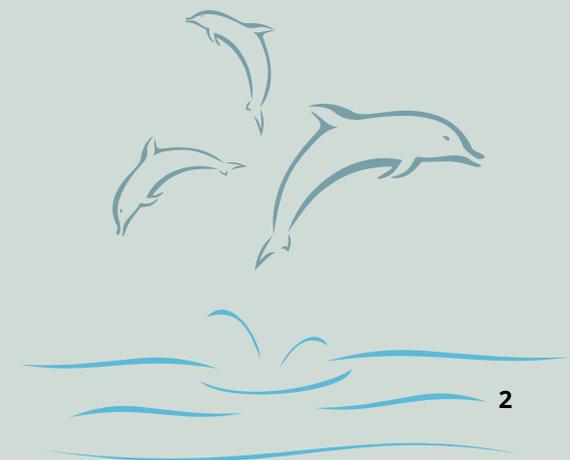
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# AGENDA

## WEDNESDAY, SEPTEMBER 21, 2022

8:30AM - 12:00PM

### REGISTRATION

Location: Atlantic Lobby

9:00AM - 10:30AM

### BOARD OF DIRECTORS MEETING (CLOSED)

Location: Matanzas Room

10:30AM - NOON

### GENERAL MEMBERSHIP MEETING

(MEMBERS ONLY)

Location: Atlantic Ballroom

1:00PM - 5:00PM

### FOAA 8TH ANNUAL M.A. "CHIP" LABORDE MEMORIAL GOLF TOURNAMENT

Location: Ocean Course at Hammock Beach

*Sponsored by: Lamar Advertising*

4:00PM - 5:00PM

### REGISTRATION

Location: Atlantic Lobby

6:00PM - 7:30PM

### WELCOME RECEPTION

Location: Grand Event Lawn

*Sponsored by: Media Resources*

## THURSDAY, SEPTEMBER 22, 2022

8:30AM - 5:00PM

### REGISTRATION

Location: Atlantic Lobby

8:30AM - 10:00AM

### CONTINENTAL BREAKFAST

Location: Atlantic Lobby

*Sponsored by: SALTER>MITCHELL PR*

10:00AM - 10:30AM

### OPENING SESSION

Speaker: John F. Davis, Secretary, Florida Lottery

Location: Atlantic Ballroom

*Sponsored by: Selective Structures*

# OF EVENTS

## THURSDAY, SEPTEMBER 22, 2022

10:30AM - 11:00AM

### KEVIN GUTHRIE, DIRECTOR FLORIDA DIVISION OF EMERGENCY MANAGEMENT

Location: Atlantic Ballroom

11:00AM - 11:30AM

### FEDERAL UPDATE

Speaker: Kerry Yoakum, Sr. VP of Government Affairs, OAAA

Location: Atlantic Ballroom

11:45AM - 1:30PM

### KEYNOTE LUNCHEON: REPRESENTATIVE PAUL RENNER, HOUSE SPEAKER-DESIGNATE

Location: Atlantic Pre-Function Lobby

*Sponsored by: Dean Mead Law Firm & Gray Robinson Law Firm*

1:45PM - 2:45PM

### FLORIDA'S POLITICAL LANDSCAPE: 2022 AND BEYOND

Speaker: Andrew Wiggins, Sr. Director, Political Affairs & Coalitions

Advocacy, Florida Chamber of Commerce

Location: Atlantic Ballroom

*Sponsored by: Watchfire Signs*

2:45PM - 3:45PM

### FDOT UPDATE

Speakers: Brad Thoburn, Assistant Secretary Strategic Development at  
Florida Department of Transportation

#### FDOT Right of Way Office

Ken J. Pye, Deputy Director of Operations

Billy Benson, Administrator, Field Operations, Outdoor Advertising

Mike Green, Supervisor, Outdoor Advertising Control Office Operations

Steven Marshall, Manager, Outdoor Advertising & Logo

Location: Atlantic Ballroom

3:45PM - 4:00PM

### SWEET TREATS BREAK

Location: Atlantic Ballroom

*Sponsored by: Independent's Service Co.*

4:00PM - 5:00PM

### LEGISLATIVE PANEL DISCUSSION

Moderator: French Brown, FOAA Legislative Consultant

Legislative Guests: Senator Travis Hutson;

Representative Cyndi Stevenson; Representative Clay Yarborough

Location: Atlantic Ballroom

5:30PM - 7:00PM

### CLOSING RECEPTION

Location: Atlantic Pre-Function Lobby

*Sponsored by: OAI Visual Branding*

# 8th Annual M.A. "Chip" LaBorde Memorial Golf Tournament

September 21, 2022  
Ocean Course at  
Hammock Beach 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 eighth 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 2022 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



### Closing Reception



### General Session



### Program Ads





**House Speaker-designate Paul Renner (R-Palm Coast) was elected by the House Republican Conference in September 2021 to serve as Speaker of the Florida House of Representatives from November 2022 through November 2024. He currently serves as Chairman of the Florida House Republican Campaign Committee which oversees candidate recruitment and incumbent retention for the 2022 election cycle. Speaker-designate Renner represents District 24, serves as Chair of the Rules Committee and on the Appropriations Committee.**

**He is a military veteran, former prosecutor, and business attorney and began his legal career as an Assistant State Attorney, during which he prosecuted serious felony offenses. Since 1998, Speaker-designate Renner has represented individuals and businesses as their advocate in a broad range of commercial settings.**

**He has served as a naval officer, both on active duty and in the reserves. Earlier in his career, Speaker-designate Renner served in Operation Desert Storm during combat operations onboard the USS McInerney (FFG-8) and later during combat operations in Afghanistan in 2011.**

**Speaker-designate Renner was raised in Northeast Florida, where he attended public school. He earned his Juris Doctorate at the University of Florida, Levin College of Law, and his Bachelor of Arts in history at Davidson College in North Carolina. He lives in Palm Coast with his wife, daughter, and son.**

**KEYNOTE SPEAKER**

**Paul Renner, House**

**Speaker-designate**

# LEGISLATIVE GUESTS



**Senator Travis Hutson**

**District: 7 - Republican**

Flagler, St. Johns Counties and part of Volusia County

- Vice President at Hutson Companies
- Elected to the Senate April 7, 2015, reelected subsequently
- House of Representatives, 2012-2015
- Committees: Regulated Industries (Chair), Appropriations, Appropriations Subcommittee on Education, Commerce and Tourism, Community Affairs, Education, Rules



**Representative Cyndi Stevenson**

**District: 18 - Republican**

Part of St. Johns County

- Elected to the Florida House of Representatives on April 7, 2015, reelected subsequently
- Certified Public Accountant (CPA)
- State Administration & Technology Appropriations Subcommittee (Chair), Appropriations Committee, Agriculture & Natural Resources Appropriations Subcommittee, Joint Legislative Budget Commission, Public Integrity & Elections Committee, State Affairs Committee, Finance & Facilities Subcommittee



**Representative Clay Yarborough**

**District: 12 - Republican**

Part of Duval County

- Elected to the Florida House of Representatives in 2016, reelected subsequently
- Business Development
- Oversight, Transparency and Public Management Subcommittee, Appropriations Committee, Health and Human Services Committee, Health Quality Subcommittee, Joint Legislative Budget Commission



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# 2022 CONVENTION

# SPEAKERS

## MORNING SESSIONS



**John F. Davis** Secretary Davis is an accomplished leader with more than 25 years of service in the public and private sectors. Prior to leading the Florida Lottery, he served as the Executive Vice President of the Orlando Regional Chamber of Commerce, and as President of the African American Chamber of Commerce of Central Florida.

Under Secretary Davis' leadership, the Lottery has seen consecutive years of record-breaking sales and transfers to the state's Educational Enhancement Trust Fund (EETF). In January 2021, Secretary Davis was named a 5,000 Role models of Excellence History Maker and was placed in the U.S. Congressional Record alongside U.S. Vice President, Kamala Harris, and acclaimed Civil Rights Attorney, Benjamin Crump. Additionally, Secretary Davis was an honoree of the 2021 MAN UP Mentoring Community Champion Award, a recipient of the 2021 ONYX Magazine Men of Honor Award, and, in 2018, Orlando Magazine named him one of the Top 15 Leaders to Watch.

Secretary Davis volunteers his time as a Board Member with the Heart of Florida United Way, Valencia College Board of Trustees, FAMU Law Dean's Advisory Council, Kappa Alpha Psi Achievement Foundation Board of Directors, Chair of Volunteer Florida Board of Commissioners, and as a state representative for multiple national Lottery Associations.

Secretary Davis is a native of Pahokee, Florida and earned his bachelor's degree in political science from Florida State University where he was a standout safety for the Seminole football team, under the tutelage of the legendary Coach Bobby Bowden. He and his wife Felicia reside in Orlando, Florida.



**Kevin Guthrie** has more than 30 years of experience in Public Safety and Emergency Management in the state of Florida, including 14 years of experience dedicated to emergency management.

He spent 23 years as a Police Officer and Emergency Preparedness Coordinator with the Jacksonville Sheriff's Office. He served as the Public Safety and Emergency Management Director for the Flagler County Board of County Commissioners. He then served as the Assistant County Administrator for Public Safety for Pasco County, in this position he was responsible for all Emergency Services, Fire/Rescue and the 911 Communications Center Departments.

Guthrie has won numerous awards for his efforts and success in emergency management, including the Chad Reed First Responder Award from Governor Rick Scott and the Presidential Call to Service Award from President Barack Obama.

Guthrie holds a Master of Arts in Human Services from Liberty University and a Bachelor of Arts in Criminal Justice from Columbia College. Guthrie is also a certified Master Exercise Practitioner by the Federal Emergency Management Agency.



**Kerry Yoakum** joined OAAA in 2008, bringing extensive experience in the law, advocacy, public affairs, and state regulatory activities. Prior to joining OAAA, Yoakum practiced law for six years as an attorney for the Ohio Department of Transportation.

As administrator for the office of contracts, he was responsible for managing five major work areas of the Office of Contracts: Construction Contracts, Contractor Pre-qualification, External Civil Rights, ODOT's Purchasing program, and the Advertising Device Control program (which regulates the outdoor advertising industry in Ohio).

## AFTERNOON SESSIONS



**Andrew Wiggins** As the Senior Director, Political Affairs & Coalitions Advocacy for the Florida Chamber of Commerce, Andrew Wiggins manages the Florida Chamber's political campaign activity as well as builds coalitions and works with local chambers of commerce throughout the state of Florida.

Andrew has a vast history of experience that ranges from working on Rudy Giuliani's mayoral campaign to working with U.S. Senate, congressional and for George W. Bush's presidential campaign. More recently, he has more than 25 years of experience electing candidates to the House and Senate across Florida.

Wiggins, a sixth generation Floridian, was born and raised in Jacksonville, Florida. He graduated from the University of Florida with a B.A. in History, as well as a M.A. in Political Science with a certificate in Political Campaigning. Andrew has two children, Katherine and Gavin.



**Brad Thoburn** As the Assistant Secretary for Strategic Development of FDOT, Brad Thoburn leads statewide transportation planning, modal development and research for the Florida Department of Transportation. He has more than 25 years of experience specializing in surface transportation and transit planning and public policy. He has a track record of major accomplishments, leadership and innovation as a transportation executive.

Brad previously served as the Southeast Region Practice Lead for Transit and Surface Transportation Planning at Michael Baker International. Mr. Thoburn also held several key leadership positions in the public sector. Brad also served as the State Transportation Development Administrator (Chief Planner) for the Florida Department of Transportation and Director of Planning and Development for the City of Jacksonville.

Brad is a long-time resident of Florida with his wife, Dearing and two daughters. He was born in Cleveland, Ohio and received a Bachelor of Arts from Washington and Lee University.



**Billy Benson** is the Supervisor of Outdoor Advertising Field Operations at FDOT. 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.



**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.



**Ken Pye** is the Deputy Director of Right of Way Operations. He has served in this capacity since October 2021. Prior to this he served as both the Manager of Outdoor Advertising & Logo (5 years) and the Supervisor of Outdoor Advertising Field Operations (4.5 years).

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 fifteen and twin boys that are thirteen. Ken is actively involved in his church and loves spending time with his family.



**Steven Marshall** began his role as the Outdoor Advertising and Logo Manager in February 2022. He previously served as the Central Office Facilities Manager, where he was responsible for Central Office maintenance and building improvements, but also managed leased properties and leases, Access Control Enterprise, Legislative Budget Requests, Budget and more.

He is a retired Lt. Commander in the United States Navy, where he served in a myriad of roles.

Steven is originally from Panama City, Florida. He is married to Amy Marshall, and has one daughter, Isabella, and one stepdaughter, Emma. He is also a member of Kappa Alpha Psi Fraternity.

# NOTES

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