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

#### **BOARD OF DIRECTORS**

Kathy Oertel Peters, Chair, Lakeland Outdoor
Chris Ashley, Vice Chair, Outfront Media
Joe Garner, Secretary, Clear Channel Outdoor
Danny Funderburg, Treasurer, Lamar Advertising
Ed Bolter, Immediate-Past Chair, Lamar Advertising
Greg Breyfogle, Director, Daktronics
Lani Ferro, Director, Outfront Media
Jim Mannino, Director, Rainier Display +OAI Visual Branding
Jerry McClellan, Director, Formetco
Michael Schroeder, Director, View Florida, LLC
Craig Swygert, Director, Clear Channel Outdoor

#### **FOAA STAFF**

Charlotte Audie, *President/CEO*Emmy Kyllonen, *Public Service/Communications Director*Meghan Saunders, *Administrative Assistant* 

#### **FOAA CONSULTANTS**

French Brown, General Counsel, *Dean Mead Law Firm*Pete Dunbar, Governmental Affairs, *Dean Mead Law Firm*Martha Edenfield, Governmental Affairs, *Dean Mead Law Firm*Ashley H. Lukis, Governmental Affairs, *Gray Robinson Law Firm*Jason Unger, Governmental Affairs, *Gray Robinson Law Firm*April Salter, PR Consultant, *SalterMitchell PR* 

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- 9-10 Legislative Guests
  Senator Jason Brodeur
  Representative Vicki Lopez
  Representative Toby Overdorf
  Representative Kevin Steele
- 11-14 Speakers





## AGENDA WEDNESDAY, SEPTEMBER 13, 2023

**OF EVENTS**THURSDAY, SEPTEMBER 14, 2023

8:30AM - NOON

Ballroom Foyer

9:00AM - 10:30AM

La Brisa

10:30AM - NOON

Caribe Ballroom

1:00PM - 5:00PM

Charter Boat Row, Key West City Marina

4:00PM - 5:00PM

Ballroom Foyer

6:00PM - 7:30PM

Caribe Ballroom Terrace [Backup: Sands-La Brisa] REGISTRATION

BOARD OF DIRECTORS MEETING

(CLOSED)

**GENERAL MEMBERSHIP MEETING** 

(MEMBERS ONLY)

Sponsored by: Salter>Mitchell PR

FOAA FISHING TOURNAMENT
In Memorial of M.A. "Chip" LaBorde

Sponsored by: Lamar Advertising

REGISTRATION

WELCOME RECEPTION

Sponsored by: Media Resources

11:15AM - 11:30AM

Caribe Ballroom

11:45AM - 1:30PM

Sands-LaBrisa

1:45PM - 2:45PM

Caribe Ballroom

2:45PM - 3:45PM

Caribe Ballroom

THURSDAY, SEPTEMBER 14, 2023

8:30AM - 5:00PM

Ballroom Foyer

9:00AM - 10:00AM

Sands-La Brisa

10:00AM - 10:15AM

Caribe Ballroom

10:15AM - 10:45AM

10:45AM - 11:15AM

Caribe Ballroom

Caribe Ballroom

REGISTRATION

**CONTINENTAL BREAKFAST** 

Sponsored by: Denise Halloway Rowan & Associates, P.A.

**WELCOME** 

Special Guest: Teri Johnston, Mayor of Key West

**KEYNOTE SPEAKER:** 

JIMMY PATRONIS,

**Chief Financial Officer, State of Florida** 

Sponsored by: DeanMead Law Firm & GrayRobinson Law Firm

MODERN OOH

Speaker: Clive Punter, EVP/ Chief Revenue Officer, OUTFRONT Media, Inc.

Sponsored by: Selective Structures

3:45PM - 4:00PM

Caribe Ballroom

4:00PM - 5:00PM

Caribe Ballroom

5:30PM - 7:00PM

Caribe Ballroom Terrace
[Backup: Sands-La Brisa]

**FEDERAL UPDATE** 

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

**GUEST SPEAKER LUNCHEON** 

Dominic Calabro, President-CEO, Florida Tax Watch Sponsored by: Dean Mead Law Firm & Gray Robinson

Law Firm

MAXIMIZING OOH IN TODAY'S MARKETPLACE: KEY 2023 TRENDS &

**CONSUMER RESEARCH** 

Speaker: Steve Nicklin, SVP of Marketing and Analytics. OAAA

Sponsored by: Watchfire Signs

**FDOT UPDATE** 

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 Sponsored by: Fox Rothschild, LLP

**SWEET TREATS BREAK** 

Sponsored by: Independent's Service Co.

LEGISLATIVE PANEL DISCUSSION

Moderator: French Brown, FOAA Legislative Consultant

consultant

Legislative Guests: Senator Jason Brodeur; Representative Vicki Lopez; Representative Toby

Overdorf; Representative Kevin Steele

Sponsored by: Associated Posters

**CLOSING RECEPTION** 

Sponsored by: Rainier Display+OAI Visual Branding

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### M.A. "Chip" LaBorde Memorial Fishing Tournament

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 served on the FOAA Board of Directors for over 15 years.

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 year, in lieu of golf, a fishing tournament will be held in honor of a man whose legacy, fervor and contributions to the outdoor industry will always be remembered.

"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 2023 sponsors for supporting the association and making the Annual Conference possible!

**Welcome Amenity** 



FOAA Fishing Tournament & Prizes, In Memorial of M.A. "Chip" LaBorde



**General Membership Meeting** 



Welcome Reception & Name Badges



**Convention Program** 



**Program Ads** 





**Continental Breakfast** 



**Opening Session** 



**General Sessions** 







**Guest Speaker Luncheon** 

**DEAN MEAD**GRAYROBINSON

Sweet Treats Afternoon Break & Sponsorship Banner



**Closing Reception** 





## **KEYNOTE SPEAKER**



Jimmy Patrionis
Chief Financial Officer

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 which 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 their two sons, Jimmy Theo III and John Michael.

## **LEGISLATIVE**

## **GUESTS**



#### Senator Jason Brodeur District: 10 - Republican

Seminole County and part of Orange County

- Healthcare Consultant
- Elected to the Senate in 2020, re-elected subsequently
- House of Representatives, 2010-2018
- Committees: Appropriations Committee on Agriculture, Environment, and General Government (Chair), Health Policy (Vice Chair), Appropriations, Appropriations Committee on Health and Human Services, Children, Family, and Elder Affairs, Community Affairs, Regulated Industries, Rules, Joint Legislative Auditing Committee



## Representative Toby Overdorf District: 85 - Republican

Parts of Martin and St. Lucie Counties

- Environmental Consultant
- Elected to the Florida House of Representatives in 2018, re-elected subsequently
- Committees: Joint Administrative
   Procedures (Chair), Judiciary Committee
   (Vice Chair), Civil Justice Subcommittee,
   Commerce, Agriculture & Natural
   Resources Appropriations Subcommittee,
   Water Quality, Supply & Treatment
   Subcommittee



#### Representative Vicki Lopez District: 113 - Republican

Part of Miami-Dade County

- Consultant
- Elected to the Florida House of Representatives in 2022
- Committees: Joint Legislative Auditing, Children, Families & Seniors Subcommittee, Infrastructure & Tourism Appropriations Subcommittee, Postsecondary Education & Workforce Subcommittee, PreK-12 Appropriations Subcommittee, Transportation & Modals Subcommittee



#### Representative Kevin Steele District: 55 - Republican

Part of Pasco County

- CEO, Retired
- Elected to the Florida House of Representatives in 2022
- Committees: Commerce, Insurance and Banking Subcommittee, Agriculture, Conservation & Resiliency Subcommittee, Health Care Appropriations Subcommittee, State Administration & Technology Appropriations Subcommittee

## 2023 CONVENTION

## **SPEAKERS**

#### **MORNING SESSIONS**



Mayor Teri Johnston is the 2nd female to serve as Mayor of Key West in the past 200 years and the 1st woman ever to be reelected Mayor of Key West. Johnston had previously served eight years on the City Commission and had represented the County serving on the Monroe County Land Authority Board and Planning Commission as well as numerous boards and committees.

Johnston was born and raised in Conrad, lowa attending college at John F. Kennedy College on one of the first athletic scholarships offered to women. She is a three time All American softball player and graduated with a Bachelor of Arts degree.

Johnston spent 21 years with the privately held corporation Hollister Incorporated, a manufacturer of disposable healthcare equipment. She began her career at Hollister in sales, human resources and sales management for their domestic division. She was promoted to their International Sales and Marketing Division and retired in 1995 as Director of Marketing for their European Division based in Wokingham, England.

In 1995 she became co-owner of Affiliated Design & Construction Managers, LLC specializing in new construction, renovations and historical restorations.



Clive Punter has served as OUTFRONT Media's Executive Vice President, Chief Revenue Officer since October 2014, and is responsible for leading the General Management organization and driving growth in sales across the United States. Prior to joining OUTFRONT, Punter was a founding partner of GeniusQ, a senior executive consulting company from 2012-2014.

He also has had senior leadership experience in the advertising industry previously in UK, European and global roles at Associated Newspapers, CBS Outdoor (formally TDI and Viacom Outdoor) and LinkedIn, and has served as International CEO of CBS OUTDOOR 2007-2010 and was Global MD at LinkedIn leading the global Marketing Solutions business.



**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**



**Steve Nicklin** is the Senior Vice President of Marketing and Analytics for OAAA.

His career has encompassed marketing leadership in the cable TV, radio and retail sectors. Steve holds an MBA in marketing and he earned his NAB Executive Development Program certificate at Georgetown University.

He has received national award recognition from the Cable television Advertising Bureau, the Cable and Telecommunications Association for Marketing, the National Association of Broadcasters, and the International Council of Shopping Centers for marketing and community service programs.

#### **2023 CONVENTION**

## **SPEAKERS (CONTINUED)**

#### **AFTERNOON SESSIONS (CONTINUED)**



**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, Benson worked at the Department of Business and Professional Regulation. Before relocating to Florida, Benson practiced law in Birmingham, Alabama for approximately 20 years.

He has two daughters, Mackie and Josie. He 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, Green performs dual rules as the ODA Data Steward, and the Right of Way Enterprise Data Steward for the Department's ROADS Initiative.

Green 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. Pye 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.

Pye is a husband and father of three. He has a daughter who is fifteen and twin boys that are thirteen. Pye 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.

He 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.

#### **LUNCHEON GUEST SPEAKER**

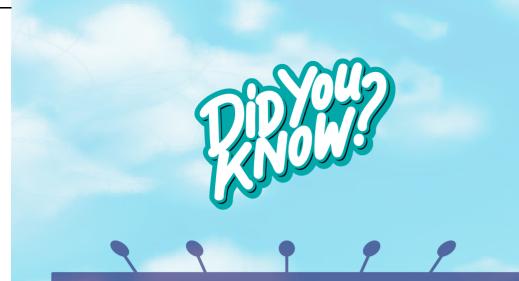


**Dominic Calabro** is the President and Chief Executive Officer of Florida TaxWatch, a statewide, non-profit, non-partisan government watchdog and research center for taxpayers.

Calabro is an "almost native" Floridian, having moved to South Florida from New York at the age of eleven. After attending Catholic school, including four years at Catholic Seminary, Calabro graduated with high honors from Broward Community College, later receiving his Bachelor's degree with the highest honors from Florida International University. Calabro also holds a Master's degree from Florida State University and will soon be receiving a second Master's degree in public finance and budgeting.

Before joining TaxWatch in the early 1980s, Calabro served as an analyst with the Florida Senate Ways and Means Committee (later split into Appropriations and Finance and Tax).

Under Calabro's leadership, Florida TaxWatch has earned and maintained the respect of the state's most highly regarded and influential leaders and has attracted positive attention from both the citizens of Florida and the state and national media. In addition to many business and civic honors, Calabro was named by the national Junior Chamber of Commerce as one of Ten Outstanding Young Americans for 1994. Calabro resides in Tallahassee with his wife, Debbie and four children.

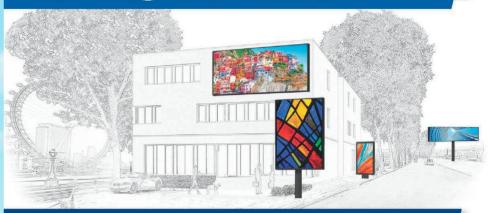


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