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# FOAA

## *2017 Annual Convention*



The Seagate Hotel & Spa  
*Delray Beach, Florida*

SEPTEMBER

27-29

2 • 0 • 1 • 7

# Welcome

## Florida Outdoor Advertising Association Board of Directors

Craig Swygert, Chair – *Clear Channel Outdoor*  
Billy Long, Vice Chair - *Outfront Media*  
Randy Oxenham, Secretary – *Lamar Advertising*  
Kevin Kitto, Treasurer – *Koala Outdoor*  
Ed Bolter, Director – *Lamar Advertising*  
Greg Breyfogle, Director – *Daktronics*  
Jon Campbell, Director – *Outfront Media*  
Michael Garcia, Director – *OAI*  
Joe Garner, Director – *Clear Channel Outdoor*  
Jerry McClellan, Director – *Formetco, Inc.*  
Kathy Oertel, Director – *Lakeland Outdoor Advertising*

## FOAA Staff

Charlotte Audie – *President/CEO*  
Angie Herron – *Public Service/Communications Director*  
Nora Herron – *Executive Assistant*  
Alicia Osborne – *Office Assistant*

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## Hotel Dining

**Atlantic Grille** (left) Savor deliciously inventive cuisine that takes the contemporary to the extraordinary. Bold flavors, inspired techniques and the freshest ingredients make every meal a culinary adventure.

**The Seagate Country Club** Masterfully designed with a Balinese-influenced interior ambiance that is calming, sophisticated, and impressive. Stunning dining areas, both indoor and outdoor, offer casual to fine dining.



## The Seagate Beach Club

**The Seagate Beach Club** Have a seat by the sea as you savor distinctive oceanfront dining at the Casual Dining and Patio or in the Fine Dining Restaurant and Terrace. Spectacular ocean views, outstanding food and superior service make for truly memorable meals.

The Seagate Beach Club is newly constructed on the footprint of the previous club, in a British Colonial style with a Bahamian influence, casual elegance is reflected in the soft, contemporary interior. A relaxing destination for hotel guests to enjoy all the benefits of club members.



## The Seagate Country Club

**The Seagate Country Club** features one of the top championship golf courses in Palm Beach County. Darren Panks, Director of Golf and international PGA professional, oversees the 18-hole Joe Lee golf course, which winds through 300 private acres and features Celebration Bermuda grass tee boxes, plush tree-lined fairways, and more. An impressive practice facility offers a fully outfitted driving range, putting green, pitching and bunker areas, as well as an additional staff of PGA professionals.



## Area Attractions

Atlantic Avenue (left)  
Wakodahatchee Wetlands  
Morikami Museum & Japanese Gardens  
Arts Garage  
Atlantic Dunes Park  
Frank Theatres CineBowl & Grille & IMAX  
The Art Arena Gallery



1000 East Atlantic Ave  
Delray Beach, FL 33483  
1-877-57-SEAGATE  
[www.theseagatehotel.com](http://www.theseagatehotel.com)



# Convention Agenda



## WEDNESDAY, SEPTEMBER 27, 2017

- 8:30am - 12:00pm ..... **Registration**  
Location: Reef Ballroom Foyer
- 9:00am - 10:30am ..... **Board of Directors Meeting (Closed)**  
Location: Coral Room
- 10:30am - 12:00pm ..... **General Business Meeting (Members Only)**  
Location: Reef Ballroom
- 1:00pm - 5:00pm ..... **5th Annual M.A. "Chip" LaBoarde Memorial Golf Tournament**  
Location: Seagate Country Club  
Sponsored by: Lamar Advertising
- 4:00pm - 5:00pm ..... **Registration**  
Location: Reef Ballroom Foyer
- 6:30pm - 8:00pm ..... **Welcome Reception**  
Location: Seagate Beach Club

## THURSDAY, SEPTEMBER 28, 2017

- 9:00am - 5:00pm ..... **Registration**  
Location: Reef Ballroom Foyer
- 9:30am - 10:30am ..... **Continental Breakfast**  
Location: Reef Ballroom  
Sponsored by: Salter>Mitchell
- 10:30am - 11:30am ..... **Elections...and How We Help Our Friends in Their Time of "Need"**  
Pete Dunbar, *FOAA Legislative Consultant*  
Location: Reef Ballroom  
Sponsored by: Selective Structures
- 11:45am - 1:30pm ..... **Keynote Luncheon**  
Congressman John Mica, *Keynote Speaker*  
Location: Coral Room  
Sponsored by: Dean Mead, Law Firm and GrayRobinson, Law Firm
- 1:45pm - 2:45pm ..... **Reed v. Town of Gilbert - Two years later**  
Kerry Yoakum, *VP of Government Affairs, Outdoor Advertising Association of America*  
Location: Reef Ballroom  
Sponsored by: Lauren's Kids
- 2:45pm - 3:45pm ..... **FDOT Update**  
Robert Jesse, Jr., *Mgr., Outdoor Advertising Control*  
Morris Pigott, *State Admin., Resource Mgmt.*  
Location: Reef Ballroom  
Sponsored by: Greenspoon Marder, Law Firm
- 3:45pm - 4:00pm ..... **Sweet Treats Break**  
Location: Reef Ballroom  
Sponsored by: Independent's Service Co.
- 4:00pm - 5:00pm ..... **Legislative Panel Discussion**  
Moderator: Pete Dunbar, *FOAA Legislative Consultant*  
Location: Reef Ballroom
- 5:30pm - 7:00pm ..... **Gala Reception/Fundraiser**  
Location: Atlantic Grille Patio  
Sponsored by: OAI Visual Branding



John Mica is one of the most respected and knowledgeable authorities on Transportation and Infrastructure in the United States. During his tenure in Congress, he held some of the most important leadership positions and directly impacted major infrastructure policy and key projects. Throughout the past two decades, most of our Nation's principal transportation initiatives and reforms have been the result of his leadership. His influence has helped shape and successfully implement numerous significant changes in federal policy relating to highway, aviation, rail, maritime, public assets and emergency management programs.

In addition to helping craft nearly every major transportation bill in the last decade, he authored numerous successful measures. Those include the Transportation Security Act after 9/11, advancing the International Cape Town Treaty and reversing the European Union Commission's proposed emissions tax scheme. Mica helped successfully reverse court challenges all the way to the Supreme Court which questioned the legislative intent of his legislation.

Across the United States, John Mica aided major projects of regional and national significance that insured approval and advanced their successful completion. John Mica is respected for his strong and effective working relationships with national, state and local business and industry leaders.

KEYNOTE SPEAKER

*Congressman John Mica*



FOAA 5th Annual  
*M.A. "Chip" LaBorde  
Memorial Golf 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 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 fifth 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  
9/15/49 - 8/5/11



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# Legislative Guests



**Senator Jack Latvala**  
(District 20)

- Elected to the Senate in 2010, reelected subsequently; Senate, 1994-2002
- CEO, GDI Printing Services, Inc. d/b/a Gulf Coast Imprinting
- Graduated from Stetson University



**Senator Jeff Clemens**  
(District 31)

- Elected to the Senate in 2012, reelected subsequently
- House of Representatives, 2010-2012
- Energy Conservation
- Graduated from Michigan State University, B.A.



**Representative Erin Grall**  
(District 54)

- Elected to the Florida House of Representatives in 2016
- Partner at Grall Law Group
- Graduated from Wake Forest University, BA, Marquette University JD

**SAVE THE DATE**

**FOAA LEGISLATIVE FLY IN**

**JANUARY 24-25, 2018  
DOUBLETREE BY HILTON  
TALLAHASSEE, FL**

The 2018 Legislative Session begins in January!  
Mark Your Calendar to join us the 3rd Week of Session!



# Speakers



## *Pete Dunbar*

Pete Dunbar's practice focuses on governmental, administrative, and real property law. He began his long career in Florida government in 1967 as staff director in the Florida House of Representatives. Mr. Dunbar later served for five terms as a distinguished member of the Florida House representing Pinellas and Pasco counties in the Florida Legislature. Upon leaving the Legislature, he held the posts of General Counsel and Director of Legislative Affairs under

Governor Bob Martinez and as General Counsel at the Department of Financial Services. Mr. Dunbar served as Chief of Staff during the transition from the Martinez administration to the administration of Governor Lawton Chiles, and he is former Chairman and two-term member of the Florida Ethics Commission. Currently, Mr. Dunbar serves on the inaugural committee for the Condominium and Planned Development Law Certification for The Florida Bar.

Mr. Dunbar was admitted to the Florida Bar in 1972. He is a member of the American College of Real Estate Lawyers, an adjunct professor at Florida State University College of Law, and has recently been selected by his peers as a member of Florida Trend's Florida Legal Elite Hall of Fame.



## *Kerry Yoakum*

Kerry Yoakum joined OAAA in 2008, bringing extensive experience in the law, advocacy, public affairs, and stateregulatory activities. Prior to joining OAAA, Mr. 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.)



## *Robert Jesse, Jr.*

Robert (Rob) Jesse, Jr. is the Deputy Director of Operations for the Office of Right of Way. Rob is responsible for the Outdoor Advertising Control Program, the Logo Sign Program, Vegetation Management at Outdoor Advertising Signs, Property Management, Resource Management, Funds Management, and the Right of Way Training Program for the Florida Department of Transportation (FDOT). Rob has worked at FDOT

since 2008, all within the Office of Right of Way and has over 10 years of experience in transportation logistics and over 6 years of experience in sales and construction. He is a husband and father of two beautiful children and his hobbies include coaching baseball, water-skiing, biking, and supporting his children in gymnastics, football, soccer, dancing, basketball, and whatever activity they may be currently doing!



## *Morris Pigott*

Morris Pigott is the Project Manager (Administrator) for Vegetation Management at Outdoor Advertising Control (OAC) for the Florida Department of Transportation (FDOT). Morris has worked in this capacity at FDOT since May of 2012. He has over 13 years of experience in construction management with the Florida Department of Environmental Protection and the private sector. Morris has a 6 year old son and his hobbies include spending time with

his family, cooking, being very active in church, boating, camping and helping others.





# Our Sponsors

# A Special Thanks TO OUR 2017 SPONSORS

Golf Tournament and Prizes - Lamar Advertising

Continental Breakfast &  
Morning Coffee Break - Salter>Mitchell

Morning General Session - Selective Structures

Keynote Luncheon - Dean Mead and Gray Robinson

Afternoon General Session 1 - Lauren's Kids

Afternoon General Session 2 - Greenspoon Marder

Sweet Treats Afternoon Break and Banners - ISCO

Gala Reception - OAI

Convention Program - Formetco

Name Badges - Watchfire

Program Ads -  
Daktronics and Leary Governmental Affairs

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GreenspoonMarder<sup>LAW</sup>



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