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**FOAA**

**2018 ANNUAL CONVENTION**



SEPTEMBER 12-14, 2018

**THE VINOY RENAISSANCE  
RESORT & GOLF CLUB**

*Saint Petersburg, Florida*

# WELCOME

## Florida Outdoor Advertising Association Board of Directors

Craig Swygert, Chair – *Clear Channel 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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# THE VINOY RENAISSANCE

**MARCHAND'S BAR & GRILL** This award-winning restaurant specializes in seasonal, locally sourced and creatively served American cuisine. Marchand's also offers a sushi bar, a private dining room and a delicious Sunday brunch - a favorite among hotel guests and St. Pete residents. Open for breakfast, lunch & dinner.

**PAUL'S LANDING** Savor fresh seafood and globally-inspired flavors at Paul's Landing, the waterfront restaurant. Inspired by the area's rich history, including its original smokehouse and fishing pier, this casual eatery offers unparalleled views of Vinoy Marina. Open for lunch & dinner.

**THE VERANDA CAFÉ** Start your day in downtown St. Pete with a specialty coffee drink at the Veranda Café, which also serves fresh-baked pastries, hearty sandwiches and an array of grab-and-go items. Open for breakfast & lunch.

**LOBBY BAR AND VERANDA PATIO** This laid-back restaurant and bar features craft cocktails, live entertainment and a full menu of shareable plates, including sushi. It's the perfect place to meet for lunch, or to cap off an eventful day downtown. Open for lunch & dinner.



**VINOY GOLF CLUB** Designed by famed architect Ron Garl, Vinoy Golf Club offers challenging course play for golfers of all levels. The club includes a pro shop, as well as professionals dedicated to helping you improve your game while you're in St. Petersburg.

**THE VINOY CLUB GRILL** Gaze out over the golf course at the recently designed club while you enjoy weekend breakfast, daily lunch or dinner Tuesday through Sunday evenings. The restaurant also offers an outdoor patio, where you can soak up the sun as you dine. Open for breakfast, lunch & dinner.



## AREA ATTRACTIONS

Birch & Vine  
400 Beach Seafood & Taphouse  
Bella Brava  
Sea Salt  
Old Northeast Tavern  
Salvador Dali Museum  
Tropicana Field  
Museum of Fine Arts

**R**  
**RENAISSANCE®**

THE VINOY® ST PETERSBURG  
RESORT & GOLF CLUB

501 5th Ave NE,  
St. Petersburg, FL 33701  
(727) 894-1000



# AGENDA OF EVENTS

## WEDNESDAY, SEPTEMBER 12, 2018

8:30AM - 12:00PM	REGISTRATION Location: Majestic Foyer
9:00AM - 10:30AM	BOARD OF DIRECTORS MEETING (CLOSED) Location: Majestic 3AB
10:30AM - NOON	GENERAL BUSINESS MEETING (MEMBERS ONLY) Location: Majestic 12AB
1:00PM - 5:00PM	FOAA 6TH ANNUAL M.A. "CHIP" LABORDE MEMORIAL GOLF TOURNAMENT Location: Vinoy Golf Club Sponsored by Lamar Advertising
4:00PM - 5:00PM	REGISTRATION Location: Majestic Foyer
6:00PM - 7:30PM	WELCOME RECEPTION Location: Mezzanine/Terrace

## THURSDAY, SEPTEMBER 13, 2018

9:00AM - 5:00PM	REGISTRATION Location: Majestic Foyer
9:00AM - 10:30AM	CONTINENTAL BREAKFAST Location: Majestic 12AB Sponsored by: Salter>Mitchell
10:30AM - 11:30AM	OPENING SESSION: "WHAT IF" TIM FISHER, CREATIVE PARTNER, ACME BRAND STUDIO Location: Majestic 12AB

## THURSDAY, SEPTEMBER 13, 2018 (CONT.)

11:45AM - 1:30PM	KEYNOTE LUNCHEON SECRETARY JIM POPPELL, FLORIDA LOTTERY Location: Majestic 3AB Sponsored by: DeanMead Law Firm & Gray Robinson Law Firm
1:45PM - 2:45PM	FLORIDA'S POLITICAL LANDSCAPE AND THE 2018 ELECTIONS MARIAN JOHNSON, EXECUTIVE DIRECTOR FLORIDA CHAMBER POLITICAL INSTITUTE Location: Majestic 12AB Sponsored by: Lauren's Kids
2:45PM - 3:45PM	FDOT UPDATE Jim Spalla, Director of Right of Way Rob Jessee, Deputy Director, Right of Way, Operations Billy Benson, Supervisor of Regulatory Field, Operations Dana Marcum, Project Mgr., Resource and Vegetation Mgmt Location: Majestic 12AB Sponsored by: Greenspoon Marder Law Firm
3:45PM - 4:00PM	SWEET TREATS BREAK Location: Majestic 12AB Sponsored by: Independent's Service Co.
4:00PM - 5:00PM	LEGISLATIVE PANEL DISCUSSION Moderator: Pete Dunbar, FOAA Legislative Consultant Location: Majestic 12AB
5:30PM - 7:00PM	GALA RECEPTION Location: Palm Court Terrace Sponsored by: OAI Visual Branding

## FRIDAY, SEPTEMBER 14, 2018

8:30AM - 10:30AM	FOAA-FDOT LANDSCAPE ARCHITECTS JOINT MEETING Location: Majestic 12AB
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Governor Rick Scott appointed Jim Poppell Secretary of the Florida Lottery on July 10, 2017.

Mr. Poppell previously served as the Chief of Staff of the Florida Department of Economic Opportunity, where he was responsible for representing the agency's views on policy decisions and ensuring its mission and goals were achieved by managing the day-to-day operations of each of its divisions.

Prior to his career in state government, he served as Executive Vice President of Human Resources at NextEra Energy, Inc., held several leadership positions at Florida Power & Light Company and was a litigator with Foley & Lardner LLP. He received his Juris Doctor from the University of Missouri, his Master of Arts in Spiritual Formation and Leadership from Spring Arbor University in Michigan and his Bachelor of Arts in History from Eckerd College.

"The Florida Lottery is committed to improving opportunities for Florida's students by maximizing education contributions. Students who benefit from a good education will go on to contribute greatly to Florida's economy once they enter the workforce. Florida families deserve this, and we want to do our part to help Governor Scott achieve his goal of making Florida's educational system second to none and our state a global leader for jobs," said Secretary Poppell.

Mr. Poppell resides in Tallahassee with his wife, Jeanette. Together they have three adult children.

# KEYNOTE SPEAKER

## SECRETARY OF THE FLORIDA LOTTERY JIM POPPELL



## LEARY GOVERNMENTAL AFFAIRS

CONSULTANTS - LOBBYISTS

Phil Leary, AICP  
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## 2018 FOAA BOARD MEMBER RESIGNATION & RETIREMENTS

With great appreciation we recognize  
the following board members for their  
service over the years:

**KEVIN KITTO, KOALA OUTDOOR**

September 2000 - June 2018

**BILLY LONG, OUTFRONT MEDIA**

September 2006 - July 2018

**RANDY OXENHAM, LAMAR ADVERTISING**

September 2007 - June 2018

**SAVE THE DATE**

**FOAA'S 2019  
ANNUAL CONVENTION**

**SEPTEMBER 25-27, 2019  
CASA MARINA  
KEY WEST, FL**



## FOAA 6th 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 sixth 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



# CG CIRCLEGRAPHICS

Recognized as the world's largest producer of large-format digital graphics, Circle Graphics is an industry leader in out-of-home advertising. With experienced senior leadership, a dedicated sales and account management team, and world-class production facilities across the nation, Circle Graphics produces high-quality products at competitive prices. Partnering with leading global and national brands to provide extraordinary customer service, Circle Graphics is equipped to handle high volume and specialty needs with around-the-clock production. Print locations include Colorado, Louisiana, California, North Carolina and Virginia.

# LEGISLATIVE GUESTS

FLORIDA'S 2019 LEGISLATIVE SESSION  
BEGINS MARCH 5, 2019



## SENATOR JEFF BRANDES

**R - SD 24 (Part of Pinellas)**

- Elected to the Senate in 2012, reelected subsequently; House of Representatives, 2010-2012
- Real Estate
- Carson Newman College, B.S., 1999; ROTC Marion Military Institute, A.A., 1996
- Current Committee Assignments: Appropriations Subcommittee on Criminal and Civil Justice (Chair); Ethics and Elections (Vice Chair); Appropriations; Community Affairs; Criminal Justice; Regulated Industries Rules



## SENATOR DANA YOUNG

**R - SD 18 (Hillsborough)**

- Elected to the Senate in 2016; House of Representatives, 2010-2016
- Attorney
- University of Virginia School of Law, J.D., 1993  
FSU, B.S., Political Science, cum laude, 1985
- Current Committee Assignments: Health Policy (Chair); Appropriations Subcommittee on Pre-K - 12 Education (Vice Chair); Commerce and Tourism Communications, Energy, Public Utilities Regulated Industries, Joint Committee on Public Counsel Oversight



## REPRESENTATIVE BEN DIAMOND

**D - HD 68 (Part of Pinellas)**

- Elected to the House of Representatives in 2016
- Attorney
- Yale University, BA, 2000; University of Florida College of Law, JD, 2003
- Current Committee Assignments: Agriculture & Natural Resources Appropriations Subcommittee; Agriculture & Property Rights Subcommittee; Civil Justice & Claims Subcommittee; Judiciary Committee; Natural Resources & Public Lands Subcommittee



## REPRESENTATIVE CHRIS LATVALA

**R - HD 67 (Part of Pinellas)**

- Elected to the House in 2012
- Vice President of a small business
- Valencia Community College, AA, 2002; University of Central Florida, BA, 2004
- Current Committee Assignments: PreK-12 Innovation Subcommittee (Chair); Criminal Justice Subcommittee; Education Committee; Government Accountability Committee; PreK-12 Appropriations Subcommittee



## REPRESENTATIVE HOLLY RASCHEIN

**R - HD 120 (Monroe and part of Miami-Dade)**

- Elected to the House in 2012
- Healthcare Special Projects Manager
- FSU, BS, Political Science, 2003; Florida International University, MPA, 2017
- Current Committee Assignments: Natural Resources & Public Lands Subcommittee (Chair); Agriculture & Natural Resources Appropriations Subcommittee; Agriculture & Property Rights Subcommittee; Appropriations Committee; Government Accountability Committee; Tourism & Gaming Control Subcommittee



## REPRESENTATIVE CHRIS SPROWLS

**R - HD 65 (Part of Pinellas)**

- Elected to the House in 2012
- Lawyer
- University of South Florida, BA, 2006; Stetson University College of Law, JD, 2009
- Current Committee Assignments: Judiciary Committee (Chair); Appropriations Committee; Rules & Policy Committee



# SPEAKERS



## BILLY BENSON

Billy Benson is the Administrator for Field Operations for Outdoor Advertising. He has served in this capacity since May of 2016. After returning to Florida in May of 2014, Billy worked in the General Counsel Office of the Department of Business and Professional Regulation. Prior to that, he practiced law for almost 20 years in Birmingham, Alabama. Billy is a father of two daughters. His oldest daughter (Mackie) is in her sophomore year at Washington & Lee in Virginia and the youngest (Josie) in her senior year of high school in Dallas, Texas. Billy is actively involved in his Church and loves spending time with his family.



## TIM FISHER

Tim Fisher is a Creative Partner at ACME Brand Studio. In an industry that creates smoke and mirrors, Tim Fisher wears authenticity and honesty on his sleeve like badges of honor. He's a visionary with a love of family, artistic expression, and surfing. He has over 30 years of brand building and film directing experience. Over that time, he has earned respect for creating and developing platforms and marketing strategies, as well as managing and directing film projects for numerous local, regional and nationally recognized clients. He is responsible for strategic development, creative direction, film and video direction.



## ROBERT JESSEE, JR.

Robert (Rob) Jessee, 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.



## MARIAN JOHNSON

Marian Johnson is Senior Vice President of Political Strategy for the Florida Chamber of Commerce, Florida's largest business federation, representing 139,000 companies, associations, state and local chambers. She also serves as the Executive Director of the Florida Chamber Political Institute, a unique research organization that provides vital detailed demographic and political analysis to its members. Johnson, perhaps Florida's most seasoned political advisor, has been involved in an impressive number of presidential, state and local campaigns. Her budding career started in 1964 when as a high school senior she became fascinated with the "Barry Goldwater for President" campaign. Since then, she has gained experience in every facet of political operations, from campaigning to research and polling to administration. Johnson holds a PhD in Biblical Studies and PhD in Biblical Counseling and is listed in Who's Who in American Politics, Prominent People in Florida Government, and Outstanding Young Women of America. She was appointed by U. S. Senator Mel Martinez to serve on the Military Selection Board.



## 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 the father of a 17-year old son (Shawn) & a 15-year old daughter (Jordan). When he is not spending time with his family, Dana enjoys working out, biking and playing lots of golf.



## ANTHONY J. SPALLA

Anthony J. (Jim) Spalla is the Director for the Office of Right of Way for the Florida Department of Transportation (FDOT). Jim worked at FDOT for 15 years and left as the General Counsel in 1987. After leaving the Department, Jim went into private law practice. Jim has a total of 46 years of experience in Transportation, 20 years with FDOT, 1 year with the Senate Transportation Commission as Staff Director, and 25 years in the private sector. Jim presently serves as the Chair of the Outdoor Advertising Control Technical Committee for the AASHTO SCOH Subcommittee on Right of Way, Utilities and Outdoor Advertising Control. Jim is an attorney and has been a member of the Florida Bar for 46 years.

# OUR SPONSORS

Welcome Amenity - MetroMedia Technologies

Golf Tournament and Prizes - Lamar Advertising

Continental Breakfast - Salter>Mitchell

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 -  
Independent's Service Company

Gala Reception - OAI Visual Branding

Convention Program - Formetco

Name Badges - Watchfire Digital Outdoor

Program Ads -  
Circle Graphics  
Daktronics  
Leary Governmental Affairs

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