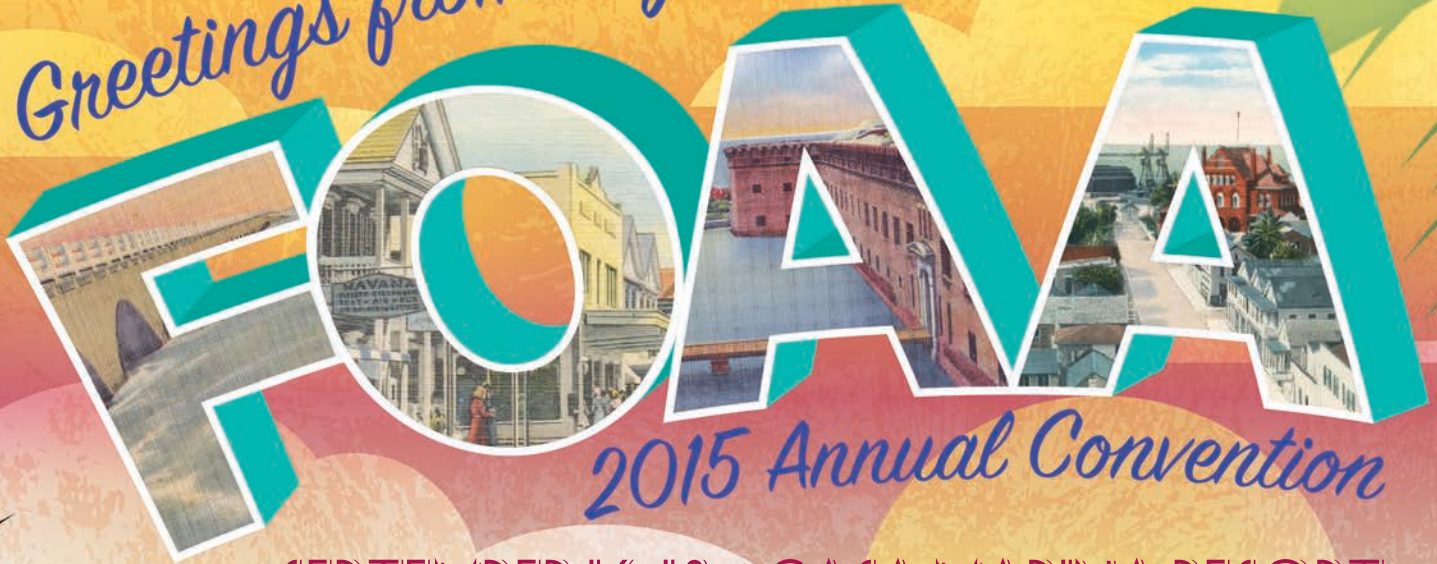


Greetings from Key West



2015 Annual Convention

SEPTEMBER 16-18 • CASA MARINA RESORT



WELCOME



FLORIDA OUTDOOR ADVERTISING ASSOCIATION BOARD OF DIRECTORS

Craig Swygert, Chair - Clear Channel Outdoor
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Michael Garcia, Director - OAI
Joe Little, Immediate Past Chair - Outfront Media

FOAA STAFF

Charlotte Audie - President/CEO
Holly Grissom - Public Service/Communications Director
Nora Herron - Executive Assistant
Leila Farmer - Office Assistant

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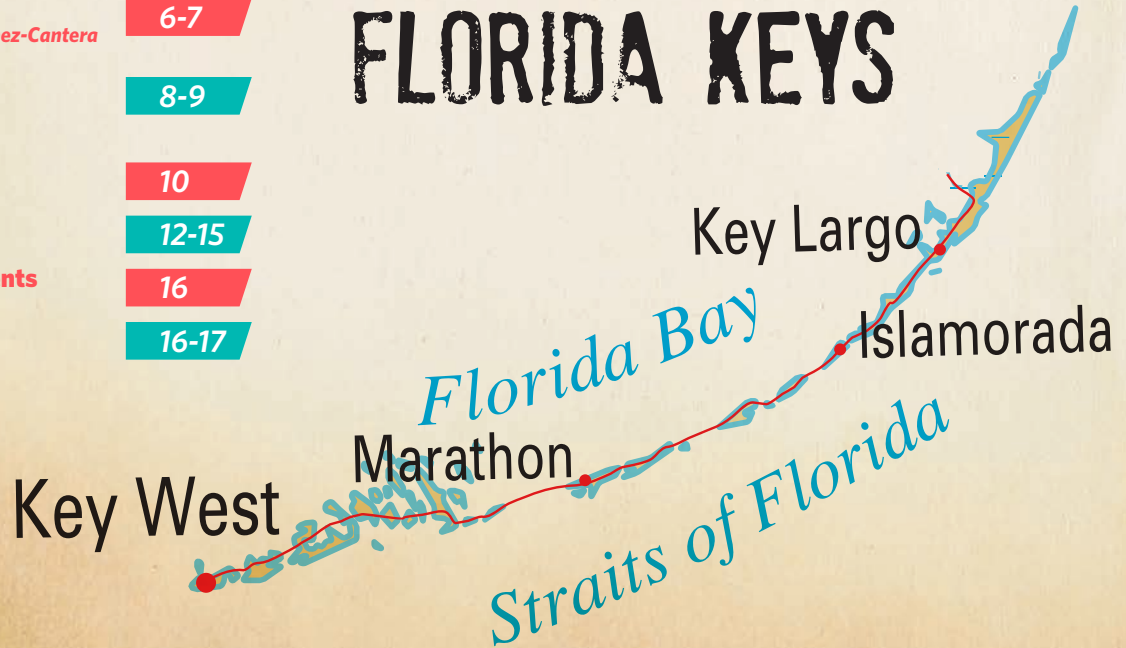
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THE FLORIDA KEYS





CASA MARINA

A WALDORF ASTORIA RESORT

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305-296-3535 • CasaMarinaResort.com

HOTEL INFO AND DINING

SUN-SUN, Savor light and tasty seafood dishes and salads while eating on the open-air wood deck of the Sun-Sun Beach Bar & Grill, which offers spectacular views of the Florida Keys. Breathe in the scent of the sea while enjoying helpings of hand-dived scallops, Caribbean lobster tail and jerked pork chops. Offering intimate, personalized service alongside a beautiful natural location, Sun-Sun is a premier Florida dining location. Hours: Daily 7 a.m. to 11 p.m.

LOUNGE BAR In the casual luxury of the Lobby Bar at Casa Marina, enjoy tapas-style food alongside specialty beers, wines and champagnes. The relaxed ambience and varied menu make this the ideal place to meet for a drink before venturing out to explore the world-famous attractions of Duval Street. Hours: Daily 11 a.m. to 9 p.m.

SPENCER'S BY THE SEA With views of the Atlantic Ocean from both inside the restaurant and on the veranda, Spencer's by the Sea offers a memorable Key West dining experience for breakfast, lunch or dinner. Featuring fresh seafood, local ingredients and prime steaks, dinner entrees include Peppercorn Crusted Tuna and 72 Hour Beef Short Rib. At lunch, enjoy a Crispy Grouper Sandwich or Key West Lager Battered Fish & Chips. Breakfast is also served daily featuring favorites like Eggs Freestyle, Oscar Benedict and Pineapple Upside Down Pancakes. Hours: Daily 7 a.m. to 10 p.m.

Attendees receive a 10% restaurant discount upon displaying their name badge (does not include alcohol).

RESORT ACTIVITIES



SPA AL MARE Reflecting our oceanside setting, this elegant Key West spa celebrates the healing and cleansing powers of the sea. In an atmosphere that feels fresh, welcoming and uplifting, certified therapists will transport you to a world of deep relaxation and lasting wellness. Enjoy an Ocean Breeze Massage on the beach, one of our most popular choices. Soothe mind and body amidst gentle breezes and swaying palm trees. Feel tension melt away with the help of therapeutic organic essential oils.

GOLF Located in the heart of Key West, the Key West Golf Club is the only Caribbean golf course in the United States. Designed by golf legend Rees Jones, the course features an 18-hole, 6,500 yard course including the infamous “Mangrove Hole” - a 143 yard, par 3 hole known for testing even the most skilled golfer.

BAREFOOT BILLY’S ADVENTURES As Casa Marina Resort’s sole vendor for rentals, Barefoot Billy’s provides scooters, bikes, WaveRunners, and kayaks as well as snorkeling, sunset sails, parasailing, and more!

AREA ATTRACTIONS

Southernmost Point U.S.A Monument • Key West Butterfly and Nature Conservatory • Key West Aquarium
Dry Tortugas National Park • Ernest Hemingway Home and Museum • Key West Lighthouse Museum
Saint Mary Star of the Sea • Sunset Pier • Mallory Square

CONVENTION AGENDA

WEDNESDAY • SEPTEMBER 16, 2015

- 8:30 A.M. - 12:00 P.M.** | **REGISTRATION** Location: The Keys Ballroom Patio
- 9:00 A.M. - 10:30 A.M.** | **BOARD OF DIRECTORS MEETING (CLOSED)** Location: Fiesta Key
- 10:30 A.M. - 12:00 P.M.** | **GENERAL BUSINESS MEETING (MEMBERS ONLY) SPECIAL PRESENTATION**
U.S. SUPREME COURT DECISION: REED V. TOWN OF GILBERT, ARIZONA
Lisa Reppeto, Partner, Jones Walker LLP • Location: Big Pine-Conch Key
Sponsored by Regions Bank
- 1:00 P.M. - 5:00 P.M.** | **FOAA FISHING TOURNAMENT** (In Memorial to M.A. "Chip" LaBorde)
Location: Casa Marina Pier • Sponsored by Lamar Advertising
- 4:00 P.M. - 5:00 P.M.** | **REGISTRATION** Location: The Keys Ballroom Patio
- 6:30 P.M. - 8:00 P.M.** | **WELCOME RECEPTION** Location: East Beach • Sponsored by Jones Walker LLP

THURSDAY • SEPTEMBER 17, 2015

- 9:00 A.M. - 5:00 P.M.** **REGISTRATION** Location: The Keys Ballroom Patio
- 9:30 A.M. - 10:30 A.M.** **CONTINENTAL BREAKFAST** Location: Duck Key • Sponsored by Salter>Mitchell
- 10:30 A.M. - 11:30 A.M.** **BUILDING A SOCIAL BRAND: HOW TO GROW RELATIONSHIPS AND DRIVE SALES**
Sarah Tyson, Social Media Manager, Salter>Mitchell
Location: Big Pine-Conch Key • Sponsored by Lauren's Kids
- 11:45 A.M. - 1:30 P.M.** **KEYNOTE LUNCHEON** Lieutenant Governor Carlos Lopez-Cantera, Keynote Speaker
Location: Fiesta-Plantation Key
Sponsored by Dean Mead Law Firm and Gray Robinson Law Firm
- 1:45 P.M. - 2:45 P.M.** **BUILDING GOODWILL WITH LOCAL GOVERNMENT**
Kerry Yoakum, VP of Government Affairs, Outdoor Advertising Association of America
Ben Henry, Lease Manager, Lamar Advertising Ft. Myers
Location: Big Pine-Conch Key • Sponsored by SmartLink
- 2:45 P.M. - 3:45 P.M.** **FDOT UPDATE**
Jim Spalla, Director, Office of Right of Way
Rob Jessee, Mgr., Outdoor Advertising Control
Morris Pigott, State Administrator, Resource Mgt.
Location: Big Pine-Conch Key • Sponsored by Greenspoon Marder Law Firm
- 3:45 P.M. - 4:00 P.M.** **SWEET TREATS BREAK** Location: Duck Key • Sponsored by Independent's Service Company
- 4:00 P.M. - 5:00 P.M.** **INSIGHT INTO THE FLORIDA LEGISLATURE**
Peter Dunbar, FOAA Legislative Consultant
Special Guests: Senator Jack Latvala, Representative Holly Raschein
Location: Big Pine-Conch Key • Sponsored by Selective Structures
- 5:30 P.M. - 7:00 P.M.** **GALA RECEPTION**
Location: Grand Ballroom • Sponsored by OAI, Inc.



KEYNOTE SPEAKER

LIEUTENANT GOVERNOR CARLOS LOPEZ-CANTERA

Carlos Lopez-Cantera was appointed as Lieutenant Governor on January 14, 2014, and began serving on February 3, 2014 and was subsequently elected in November of 2014. He is the first Hispanic elected to hold this position in Florida. He has been part of the team that has brought over 850,000 jobs to the state of Florida, lowered taxes for Florida families, reduced government regulation and increased education spending and achievement for Florida's students, including making higher education more affordable for Florida's students and veterans.

Carlos Lopez-Cantera was born in Madrid, Spain on December 29, 1973. He was born two months premature and was returned to his intended birthplace of Miami, Florida once he was healthy enough to travel. He graduated from Miami-Dade College and continued his studies at the University of Miami, where he graduated with a degree in Business Administration.

From 2004 through 2012, Carlos served as a member of the Florida House of Representatives. Over the course of his 8-year term in the Legislature, Carlos served as a member of the Governor's Property Tax Reform Committee, the My

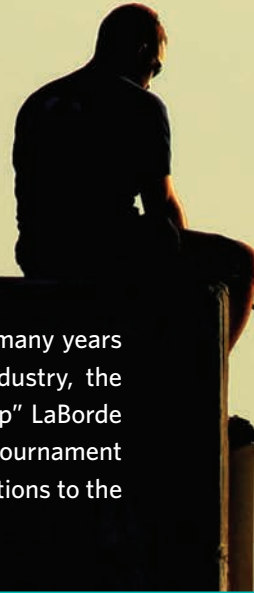
Safe Florida Home Advisory Council and the Miami-Dade County Mayor's Mortgage Fraud Task Force. In the Florida House of Representatives, he chaired the Committee on Business Regulation and the Government Affairs Committee. Carlos served as Majority Whip from 2009 through 2010 and as the Majority Leader of the Florida House of Representatives during the final two years of his term from 2010 through 2012.

In August 2012, the citizens of Miami-Dade County elected Carlos Lopez-Cantera as the Property Appraiser of Miami-Dade County. Carlos campaigned on a platform to make interaction with the office of the property appraiser easier, increasing community outreach and being more responsive to the needs of the residents of Miami-Dade.

Carlos has been married to his wife Renee since 2005, and they have two young daughters.

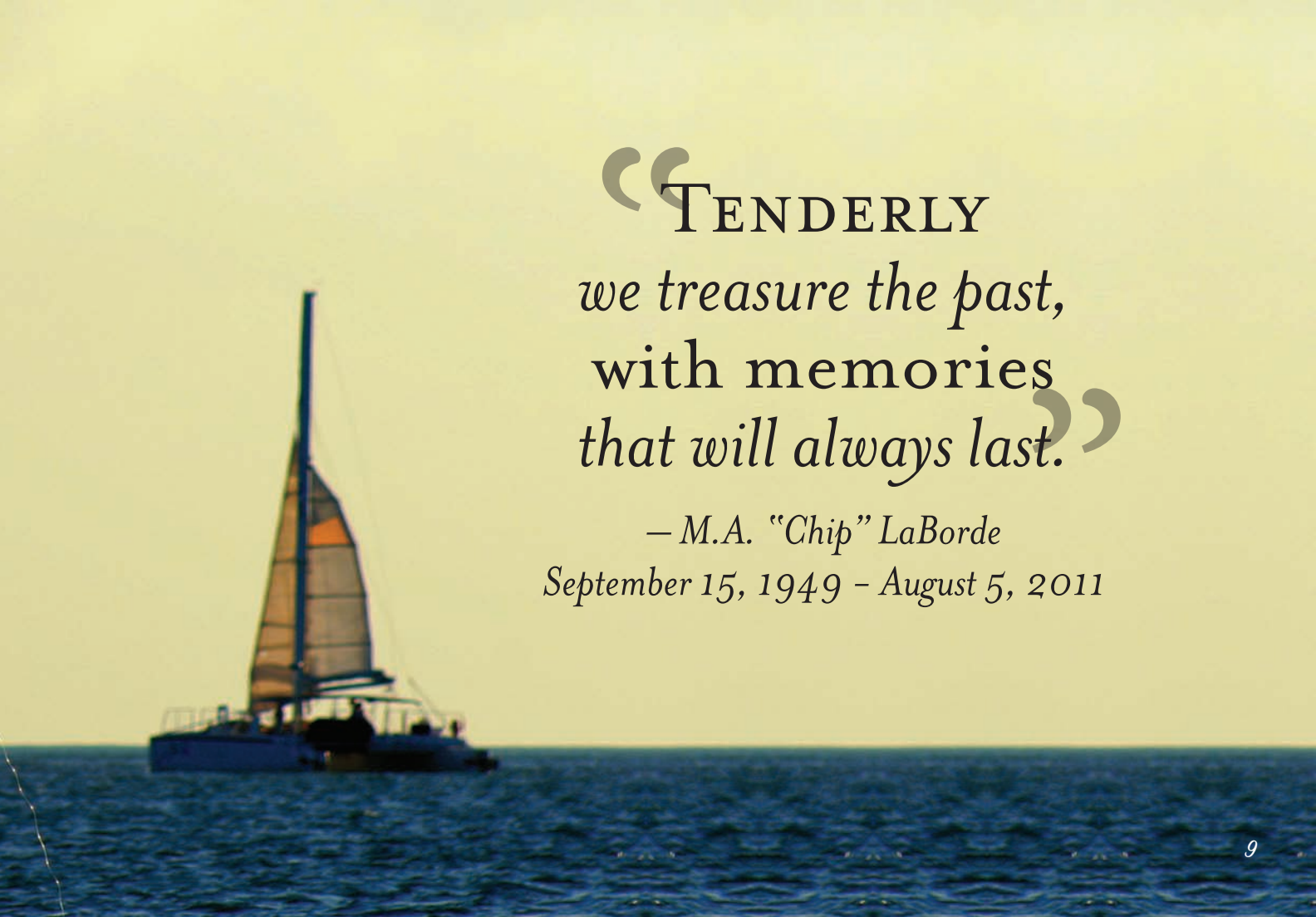
As we travel through life, there are people we meet who make a lasting impression. They stand out not only for their dedication to their profession, but for their unique ability to lead with passion and vision.

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 FOAA 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.

FOAA M.A. "CHIP" LABORDE MEMORIAL FISHING TOURNAMENT

A sailboat with a blue hull and a white sail with an orange stripe is sailing on a blue ocean under a yellow sunset sky. The text is overlaid on the right side of the image.

“TENDERLY
*we treasure the past,
with memories
that will always last.*”

— M.A. “Chip” LaBorde
September 15, 1949 - August 5, 2011

LEGISLATIVE GUESTS

SENATOR JACK LATVALA



District 20

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

REPRESENTATIVE HOLLY RASCHEIN



District 120

- Elected to the Florida House of Representatives in 2012, reelected subsequently
- Vice Chair of Highway & Waterway Safety Subcommittee
- Florida Farm Bureau Legislator of the Year, 2013
- Graduated from Florida State University, B.S., Political Science, 1999-2003

— LEARY —
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SPEAKERS

LISA REPPETO



Lisa Reppeto is a partner in Jones Walker LLP's Business & Commercial Litigation Practice Group and practices from the firm's Jackson office. Ms. Reppeto graduated from Millsaps College in 1987 with a BBA in business administration and obtained her Juris Doctorate from the University of Mississippi, graduating magna cum laude in 2000. Ms. Reppeto's practice focuses on real estate litigation, zoning and land use, eminent domain, commercial litigation and civil rights litigation. Throughout her career, she has represented outdoor advertising companies in Mississippi, Tennessee and Florida in a variety of matters including: lease disputes; permitting; administrative proceedings; eminent domain and litigation challenging the constitutionality of sign ordinances. Ms. Reppeto is a member of FOAA and OAAA.

SARAH TYSON



Sarah Tyson brings expertise in increasing audience engagement and developing brand voice for digital channels. She made a lasting impact at the Tampa Bay Times where she crafted and implemented social media strategy for tbt*, a free daily paper, increasing the publication's Facebook and Twitter audiences over eightfold during her tenure. Sarah draws from her experience as a reporter when researching new digital tools and producing creative, useful content for an audience. With Salter>Mitchell, Sarah leads and supports campaigns for clients including the MacArthur Foundation, Florida Health Choices, the Independent Benefits Council, The Horizon Foundation and Plum Creek. She graduated from Florida State University with a bachelor's degree in Communication.

KERRY YOAKUM



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.)

BENJAMIN HENRY



While attending Florida State University, Benjamin Henry joined the Lamar Advertising family in Tallahassee in 2000. He earned a degree in International Affairs with a departmental concentration in Business Marketing. Ben is currently the Real Estate Manager for Lamar based in the Fort Myers office. Over the years, his council has been sought for numerous special projects involving city, county, state, and other agencies. Ben meets challenges with optimism and a focus to formulate winning solutions for all parties. He is analytical in his approach and truly enjoys the process of creative problem solving. In addition to his professional successes, he is also a husband and a father to his growing family.

SPEAKERS

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 40 years of experience in Transportation, 16 years with FDOT and 24 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 42 years.

ROBERT JESSEE



Robert A. (Rob) Jessee is the Manager for both the Outdoor Advertising Control Program (OAC) and Logo Sign Program (Logo) for the Florida Department of Transportation (FDOT).

Rob has worked at FDOT since 2008, all within different facets of the OAC and Logo programs. Rob has over 10 years of experience in transportation logistics and over 6 years of experience in sales and construction.

Rob is a husband and father and his hobbies include water-skiing, biking, coaching little league, 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 4 year old son and his hobbies include spending time with his family, cooking, being very active in church, boating, camping and helping others.

PETE DUNBAR



Mr. 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.

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.

Special Acknowledgements

CRAIG WHITLOCK

Clear Channel Outdoor Tampa Bay, for designing the Convention "Save the Date", the Convention Program, mini billboard inserts and other graphics assistance.

ALLAN ATKINS

Independent's Service Company, Inc. (ISC), for donating the convention sponsor banner and keynote speaker welcome banner.

LAURA SEBOLD

Outfront Media Tampa, for designing the convention sponsor banner and keynote speaker welcome banner.

Welcome Amenity - **Metromedia**

Fishing Tournament and Prizes - **Lamar Advertising**

Welcome Reception - **Jones Walker**

Continental Breakfast & Morning Coffee Break - **Salter>Mitchell**

Morning General Session - **Lauren's Kids**

Afternoon General Session - **SmartLink,
Greenspoon Marder Law, Selective Structures**

General Business Meeting - **Regions Bank**

Keynote Luncheon - **Dean Mead and Gray Robinson**

Sweet Treats Afternoon Break and Banners -
Independent's Service Company

Gala Reception - **OAI**

Convention Program - **Formetco**

Name Badges - **Watchfire**

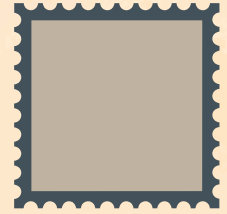
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