WELCOME

BOARD OF DIRECTORS
ED BOLTER, CHAIR, LAMAR ADVERTISING
LOU GIORDANO, VICE CHAIR, OUTFRONT MEDIA
JOE GARNER, SECRETARY, CLEAR CHANNEL OUTDOOR
KATHY OERTEL, TREASURER, LAKELAND OUTDOOR
CRAIG SWYGERT, IMMEDIATE-PAST CHAIR, CLEAR CHANNEL OUTDOOR
CHRIS ASHLEY, DIRECTOR, OUTFRONT MEDIA
GREG BREYFOGLE, DIRECTOR, DAKTRONICS
DANNY FUNDERBURG, DIRECTOR, LAMAR ADVERTISING
MICHAEL GARCIA, DIRECTOR, OAI VISUAL BRANDING
JERRY MCCLELLAN, DIRECTOR, FORMETCO
STEPHEN ROSS, DIRECTOR, VIEW OUTDOOR ADVERTISING

FOAA STAFF
CHARLOTTE AUDIE, PRESIDENT/CEO
ANGIE HERRON, PUBLIC SERVICE/COMMUNICATIONS DIRECTOR
NORA HERRON, EXECUTIVE ASSISTANT
EMMY KYLLONEN, OFFICE ASSISTANT
ALICIA OSBORNE, OFFICE ASSISTANT

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AGENDA OF EVENTS

WEDNESDAY, SEPTEMBER 25, 2019

8:00AM - 12:00PM  |  REGISTRATION  
Location: The Keys Ballroom Patio

8:30AM - 10:00AM  |  BOARD OF DIRECTORS MEETING (CLOSED)  
Location: Fiesta Key

10:00AM - 11:30AM  |  GENERAL BUSINESS MEETING (MEMBERS ONLY)  
Location: Big Pine-Conch Key

12:30PM - 4:30PM  |  FISHING TOURNAMENT  
(IN MEMORIAL OF M.A. “CHIP” LABORDE)  
Location: Charter Boat Row, Key West City Marina  
Sponsored by Lamar Advertising

4:00PM - 5:00PM  |  REGISTRATION  
Location: The Keys Ballroom Patio

6:00PM - 8:00PM  |  WELCOME RECEPTION  
Location: East Beach  
Sponsored by: Centro

THURSDAY, SEPTEMBER 26, 2019

9:00AM - 5:00PM  |  REGISTRATION  
Location: The Keys Ballroom Patio

9:00AM - 10:30AM  |  CONTINENTAL BREAKFAST  
Location: Duck Key  
Sponsored by: Salter>Mitchell PR

10:30AM - 11:00AM  |  WELCOME REMARKS  
FOAA BOARD CHAIR: ED BOLTER  
SPECIAL GUEST SPEAKER  
CORI CONVERTITO, PH.D  
KEY WEST ART & HISTORICAL SOCIETY  
Location: Big Pine-Conch Key  
Sponsored by: Selective Structures

THURSDAY, SEPTEMBER 26, 2019 (CONT.)

11:00AM - 11:30PM  |  CSX ‘OPEN FOR BUSINESS’ BILLBOARD POLICIES  
DAMIEN D’ANNA, DIRECTOR OF REAL ESTATE  
CSX TRANSPORTATION, INC.  
Location: Big Pine-Conch Key  
Sponsored by: Selective Structures

11:45AM - 1:30PM  |  KEYNOTE LUNCHEON  
DANA YOUNG, PRESIDENT & CEO OF VISIT FLORIDA  
Location: Fiesta-Plantation Key  
Sponsored by: DeanMead Law Firm & Gray Robinson Law Firm

1:45PM - 2:45PM  |  FLORIDA ELECTION LAW:  
DO’S & DON’TS FOR OUTDOOR ADVERTISING  
MARK HERRON, J.D.  
MESSER CAPARELLO, P.A.  
Location: Big Pine-Conch Key  
Sponsored by: Lauren's Kids

2:45PM - 3:45PM  |  MEDICAL MARIJUANA,  
TRENDS IN FLORIDA AND THE NATION  
DR. JEFFREY SHARKEY, PRESIDENT  
MEDICAL MARIJUANA BUSINESS ASSOCIATION OF FLORIDA  
KERRY YOAKUM, VP OF GOVERNMENT AFFAIRS  
OUT OF HOME ADVERTISING ASSOCIATION OF AMERICA  
APRIL SALTER, CEO & FOUNDER  
SALTER>MITCHELL PR  
Location: Big Pine-Conch Key  
Sponsored by: View Outdoor Advertising

3:45PM - 4:00PM  |  SWEET TREATS BREAK  
Location: Duck Key  
Sponsored by: Independent’s Service Co.

4:00PM - 5:00PM  |  LEGISLATIVE PANEL DISCUSSION  
MODERATOR: FRENCH BROWN  
FOAA LEGISLATIVE CONSULTANT  
Location: Big Pine-Conch Key  
Sponsored by: Greenspoon Marder, LLP

5:30PM - 7:00PM  |  GALA RECEPTION  
Location: Grand Ballroom  
Sponsored by: OAI Visual Branding
FOAA 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 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 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.

"A great soul serves everyone all the time. A great soul never dies. It brings us together again and again."

- Maya Angelou

M.A. "Chip " LaBorde
September 15, 1949 - August 5, 2011
As VISIT FLORIDA's President and Chief Executive Officer, Dana Young leads Florida's official destination marketing organization in partnership with its Board of Directors and the statewide tourism industry.

Throughout her career, Dana has served in leadership positions working to cultivate and protect Florida's exceptional business climate and a world-class quality of life. As an attorney at Fowler, White, Boggs, P.A. in Tampa, she represented a broad spectrum of businesses, landowners, and individuals in areas of regulatory compliance, permitting, zoning, and administrative law proceedings. Dana served in the Florida House from 2010 through 2016, rising to Majority Leader for the 2015 and 2016 legislative sessions. In 2016, she was elected to the Florida Senate, where she represented parts of western Hillsborough County for two years. Dana was recommended for the VISIT FLORIDA position by Governor Ron DeSantis and was unanimously approved by the VISIT FLORIDA Board of Directors on January 7, 2019. In addition to her duties as President and CEO, she is a member of the U.S. Travel Association's Chairman's Circle.

Dana was recommended for the VISIT FLORIDA position by Governor Ron DeSantis and was unanimously approved by the VISIT FLORIDA Board of Directors on January 7, 2019. In addition to her duties as President and CEO, she is a member of the U.S. Travel Association's Chairman's Circle.

Dana is a sixth-generation Floridian and was born and raised in Tallahassee. She received her undergraduate degree in Political Science from Florida State University and, in pursuit of her interest in law and public policy, graduated from the University of Virginia School of Law in 1993. In her free time, Dana enjoys spending time in natural Florida and tarpon fishing with her husband, Matt, and two daughters, Alexandra and Carson.
LEGISLATIVE GUESTS

SENATOR JOE GRUTERS
R - SD 23 (Sarasota and Part of Charlotte)
- Elected to the Senate in 2018
- House of Representatives, 2016-2018
- Certified Public Accountant
- University of South Florida, M.B.A., 2003;
  Florida State University, B.S., 1999
- Current Committee Assignments: Commerce and Tourism,
  Chair; Finance and Tax, Vice Chair; Appropriations
  Subcommittee on Criminal and Civil Justice; Banking and
  Insurance; Joint Committee on Public Counsel Oversight

REPRESENTATIVE HEATHER FITZENHAGEN
R - HD 78 (Part of Lee)
- Elected to the House in 2012
- Attorney
- Hollins University, B.A.;
  Nova Southeastern University, J.D.
- Current Committee Assignments: Business & Professions
  Subcommittee, Chair; Health Market Reform Subcommittee,
  Vice Chair; Children, Families & Seniors Subcommittee;
  Commerce Committee; Judiciary Committee;
  Ways & Means Committee

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: Agriculture & Natural
  Resources Appropriations Subcommittee, Chair;
  Agriculture & Natural Resources Subcommittee, Vice Chair;
  Appropriations Committee; Joint Administrative Procedures
  Committee; Rules Committee; State Affairs Committee

SAVE. THE. DATE.
FOAA 2020 LEGISLATIVE FLY IN
JANUARY 29-30, 2020 TALLAHASSEE, FL

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REGULATORY GUIDANCE, DEDICATED PROJECT MANAGEMENT.

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French Brown is Of Counsel at the law offices of Dean Mead. He offers clients 10 years of experience practicing in state and local taxation. He began his legal career at the Florida Department of Revenue, where he quickly rose to the position of Deputy Director of Technical Assistance and Dispute Resolution. There he oversaw more than 50 department attorneys, accountants and auditors in charge of legal guidance, agency rulemaking, and informal audit protests.

Dr. Cori Convertito
Dr. Cori Convertito is Curator at the Key West Art & Historical Society in Key West, Florida, a position she has held since 2012. The museums she oversees include the Key West Museum of Art & History at the Custom House, the Key West Lighthouse & Keeper’s Quarters and the East Martello Museum. She has researched and installed over 45 exhibitions at the Custom House on both art and history topics. Additionally, she hosts a monthly talk entitled ‘Happy Hour with the Historian’ which looks at various aspects of Florida Keys history. She holds a Ph.D. in British Naval History from the University of Exeter, U.K., where she was awarded the Boydell & Brewer Prize for the best doctoral thesis in maritime history, 2011-12.

Damien D’Anna
Damien D’Anna is the Director of Real Estate – Sales and Acquisitions at CSX Transportation, Inc., one of the largest billboard landowners in the Eastern United States. In addition to selling and buying property for the railroad, Damien manages a portfolio of over 1,300 billboard locations (including leases with nearly every billboard company in Florida and on the East Coast). Prior to his arrival at CSX, Damien worked for Clear Channel Outdoor as the VP of Real Estate and Public Affairs for Northeast Florida region. During his time at CCO, he deployed over 20 digital display faces in Jacksonville. Damien has spent the last 3 years at CSX revolutionizing the company’s policies and engineering procedures to create an ‘open for business’ culture that attracts opportunities for new digital deployments on railroad properties in 23 states.

Mark Herron
Mark Herron is a Shareholder at Messer Caparello, P.A. He represents public officials and employees in matters relating to the Code of Ethics for Public Officers and Employees before the Florida Commission on Ethics. Mr. Herron also represents candidates, political committees, political parties, corporate entities and individuals in matters relating to Florida and federal elections laws before administrative agencies, the legislature, and the courts.

April Salter
April Salter is a public relations veteran with extensive experience in strategic communications and marketing. Known as a top crisis-communications and cause-related marketing expert, April is called on to consult on a variety of high profile issues and causes – from hurricanes to sexual harassment, and from Russian hacking in the 2016 election to business mergers and acquisitions. April currently serves on the Executive Committee for the International Rhino Foundation; and the board’s of director of Florida TaxWatch; the Leon County Research and Development Authority (Innovation Park); and the Florida Public Relations Education Foundation. She has worked on behalf of Florida’s outdoor advertising industry for nineteen years and helped develop FEMA best practices for the outdoor industry regarding the use of digital billboards during emergency response.

Dr. Jeffrey Sharkey
Dr. Sharkey is Managing Partner of the Capitol Alliance Group, Inc., one of Florida’s top government relations’ and lobbying firms. Created in 1995, the Capitol Alliance Group is based in Tallahassee but has client and professional representations across the US and internationally. In 2014, Dr. Sharkey founded the Medical Marijuana Business Association (MMBAFL) of Florida, which has grown into the leading business voice for medical cannabis policy in Florida. As president, Dr. Sharkey created MMBAFL as a membership organization to protect and promote a rational and compassionate approach to Florida’s emerging medical marijuana regulatory framework, serve as a responsible business resource for policy makers, support and grow business opportunities for the emerging medical marijuana industry, all while committing to protect the rights and dignity of medical marijuana patients and their families.

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, 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.)
Welcome Amenity - MetroMedia Technologies

Fishing Tournament and Prizes - Lamar Advertising

Welcome Reception - Centro

Continental Breakfast - Salter>Mitchell PR

Morning Session - Selective Structures

Keynote Luncheon - DeanMead Law Firm & Gray Robinson Law Firm

Afternoon General Session 1 - Lauren’s Kids/Dade Media

Afternoon General Session 2 - View Outdoor Advertising

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

Afternoon General Session 3 - Greenspoon Marder Law

Gala Reception - OAI Visual Branding

Convention Program - Formetco

Name Badges - Watchfire Digital Outdoor

Program Ad - Daktronics