BOARDS 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

CONTENTS

3-4 Agenda of Events
5 M.A. "Chip" LaBorde Memorial Fishing Tournament
6 Sponsor Acknowledgements
7-8 Keynote Speaker Jimmy Patronis, Chief Financial Officer
9-10 Legislative Guests
   Senator Jason Brodeur
   Representative Vicki Lopez
   Representative Toby Overdorf
   Representative Kevin Steele
11-14 Speakers
AGENDA
WEDNESDAY, SEPTEMBER 13, 2023

8:30AM - NOON
REGISTRATION
Ballroom Foyer

9:00AM - 10:30AM
BoD Meeting (CLOSED)
La Brisa

10:30AM - NOON
GENERAL MEMBERSHIP MEETING
(Members Only)
Caribe Ballroom

1:00PM - 5:00PM
FOA Fishing Tournament
Charter Boat Row, Key West City Marina

4:00PM - 5:00PM
REGISTRATION
Ballroom Foyer

6:00PM - 7:30PM
WELCOME RECEPTION
Caribe Ballroom Terrace
[Backup: La Brisa]

THURSDAY, SEPTEMBER 14, 2023

8:30AM - 5:00PM
REGISTRATION
Ballroom Foyer

9:00AM - 10:00AM
CONTINENTAL BREAKFAST
Sponsor: Denise Halloway Rowan & Associates, P.A.

10:00AM - 10:15AM
WELCOME
Caribe Ballroom

10:15AM - 10:45AM
KEYNOTE SPEAKER:
JIMMY PATRONIS,
Chief Financial Officer, State of Florida
Sponsor: Dean Mead Law Firm & Gray Robinson Law Firm

10:45AM - 11:15AM
MODERN OOH
Caribe Ballroom

11:15AM - 11:30AM
FEDERAL UPDATE
Speaker: Kerry Yoakum, Sr. VP of Government Affairs, OAAA

11:45AM - 1:30PM
GUEST SPEAKER LUNCHEON
Dominic Calabro, President-CEO, Florida Tax Watch
Sponsor: Dean Mead Law Firm & Gray Robinson Law Firm

1:45PM - 2:45PM
MAXIMIZING OOH IN TODAY’S MARKETPLACE: KEY 2023 TRENDS & CONSUMER RESEARCH
Speaker: Steve Nicklin, SVP of Marketing and Analytics, OAAA
Sponsor: Watchfire Signs

2:45PM - 3:45PM
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
Sponsor: Fox Rothschild, LLP

3:45PM - 4:00PM
SWEET TREATS BREAK
Sponsor: Independent’s Service Co.

4:00PM - 5:00PM
LEGISLATIVE PANEL DISCUSSION
Moderator: French Brown, FOAA Legislative Consultant
Legislative Guests: Senator Jason Brodeur; Representative Vicki Lopez; Representative Toby Overdorf; Representative Kevin Steele
Sponsor: Associated Posters

5:30PM - 7:00PM
CLOSING RECEPTION
Sponsor: Rainier Display+OAI Visual Branding

OF EVENTS
THURSDAY, SEPTEMBER 14, 2023

8:30AM - 10:00AM
REGISTRATION
La Brisa

10:00AM - 10:15AM
BOARD OF DIRECTORS MEETING
(CLOSED)
Caribe Ballroom

10:15AM - 10:45AM
GENERAL MEMBERSHIP MEETING
(Members Only)
Sponsor: Selective Structures

10:45AM - 11:15AM
MODERN OOH
OUTFRONT Media, Inc.
Sponsor: Selective Structures

11:15AM - 11:30AM
FEDERAL UPDATE
Speaker: Kerry Yoakum, Sr. VP of Government Affairs, OAAA

11:45AM - 1:30PM
GUEST SPEAKER LUNCHEON
Dominic Calabro, President-CEO, Florida Tax Watch
Sponsor: Dean Mead Law Firm & Gray Robinson Law Firm

1:45PM - 2:45PM
MAXIMIZING OOH IN TODAY’S MARKETPLACE: KEY 2023 TRENDS & CONSUMER RESEARCH
Speaker: Steve Nicklin, SVP of Marketing and Analytics, OAAA
Sponsor: Watchfire Signs

2:45PM - 3:45PM
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
Sponsor: Fox Rothschild, LLP

3:45PM - 4:00PM
SWEET TREATS BREAK
Sponsor: Independent’s Service Co.

4:00PM - 5:00PM
LEGISLATIVE PANEL DISCUSSION
Moderator: French Brown, FOAA Legislative Consultant
Legislative Guests: Senator Jason Brodeur; Representative Vicki Lopez; Representative Toby Overdorf; Representative Kevin Steele
Sponsor: Associated Posters

5:30PM - 7:00PM
CLOSING RECEPTION
Sponsor: Rainier Display+OAI Visual Branding
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
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.
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 & Modal Subcommittees

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
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 re-elected 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, Iowa 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).

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.
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.
Did You Know?

**OOH generates $5.97 in spending for every $1 an advertiser drops**

Source: OAAA.org

**Beauty Engineered to Last**

We give our OOH products a lot of attention so they look and perform their best. That generates revenue for our customers. Update, convert or transform your digital money maker.

**We also help with:**
- Sign Legislation
- Lighting Studies
- Ad Sales Strategies

Talk to your Daktronics representative today.

**Greg Breyfogle**
407.310.3695
Greg.Breyfogle@Daktronics.com
MAKE A BIG TIME & BOLD IMPACT WITH OUR VERSATILE FORMATS.

www.viewoutdoor.com