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 **FOAA**

FLORIDA OUTDOOR ADVERTISING ASSOCIATION
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FOAA 2019
Convention
KEY WEST, FL

SEPT 25-27, 2019
CASA MARINA
WALDORF ASTORIA RESORT
WWW.FOAA.ORG

WELCOME

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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:
DOS & 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

CASA MARINA KEY WEST

A WALDORF ASTORIA RESORT

SUN SUN Boasting one of the most unique dining settings in Key West, this “toes in the sand” restaurant blends marvelous ocean views with a refined menu of classic Key West cuisine, showcasing the freshest local seafood and locally grown produce. Located at the Casa Marina, be sure to stop by in the morning for the Sunrise Breakfast or after soaking up the sun, bring the day to a close at Sun Sun Bar.

HMF CAFÉ & HMF SIDECAR HMF Sidecar features Casa Marina's rich history, a modern twist to the classics featuring innovative cocktails like ocean water martini with in-house pickled vegetables and the HMF Sidecar served looking just like a Florida orange. When you walk into HMF Sidecar, you will be transported back in time and learn about new spirits, the history of our unique cocktails.

SPA AL MARE Reflecting the Casa Marina's oceanside setting, this elegant Key West spa celebrates the healing and cleansing powers of the sea. In an atmosphere that feels fresh and uplifting, certified therapists will transport you to a world of deep relaxation.

DUVAL STREET Perhaps one of the most popular destinations on the island of Key West, Duval Street is the main drag of downtown, running north and south from the Gulf of Mexico to the Atlantic Ocean. It is the epicenter of Key West's famous party atmosphere. Whether you want to find a souvenir to bring home, grab a quick bite to eat during the day or kickback with a cocktail at sunset, “it's 5 o'clock somewhere”.



CASA MARINA
KEY WEST

A WALDORF ASTORIA RESORT

1500 Reynolds St, Key West, FL 33040
(305) 296 - 3535

"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

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.



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 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.

KEYNOTE SPEAKER

DANA YOUNG, PRESIDENT & CEO OF VISIT FLORIDA

LEGISLATIVE GUESTS

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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

SPEAKERS



H. FRENCH BROWN, IV

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 Capareello, 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 U.S 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 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.)

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WELCOME AMMENTITY - 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