

# FOAA

**2016 ANNUAL CONVENTION**



**SEPTEMBER 21-23**

**THE VINOY RENAISSANCE  
RESORT & GOLF CLUB**

*Saint Petersburg, Florida*

# WELCOME

## FLORIDA OUTDOOR ADVERTISING ASSOCIATION BOARD OF DIRECTORS

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# HOTEL INFO & DINING

## The Vinoy Renaissance Resort & Golf Club

501 5th Avenue NE • St. Petersburg, FL 33701 • 727.894.1000

**MARCHAND'S BAR & GRILL** Delve into American cuisine with a farm-to-table menu featuring locally sourced ingredients. Our expansive Sunday brunch (9 a.m. to 2 p.m.) is a favorite to even the locals. Open for breakfast, lunch and dinner. Dress code: Shirt/Slacks required.

**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.

**FRED'S CELLAR** Resort guests & members only. Travel back to an era when jazz raged & flappers danced behind locked doors. Inspired by the roaring 20s, Fred's Cellar features shareable entrees & unique craft cocktails. Open Friday & Saturday for Dinner. Call ahead for password.

**LOBBY BAR & VERANDA PATIO** Enjoy evening cocktails and light fare at this stylish restaurant in Downtown St. Petersburg, FL. Sit by the fire pit on the patio level or grab a seat at the bar. Open for lunch and dinner. Dress code: Casual.

**CLUBHOUSE RESTAURANT** A casual restaurant located at the Vinoy golf course, the Clubhouse offers sandwiches and other light fare. Open for breakfast Saturday and Sunday, lunch daily and dinner Tuesday through Sunday. Open for breakfast, lunch and dinner. Dress code: Casual

# RESORT ACTIVITIES

**VINOY SALON & DAY SPA** Experience an oasis of pampering within a nurturing, tranquil environment. This serene haven presents a menu of rejuvenating spa treatments as well as a wide variety of modern salon and enhancement services.

**VINOY GOLF COURSE** Tee off at the premier 18-hole golf course and enjoy the serene Florida sunshine. Let St. Petersburg be your backdrop at you hit the links, exclusively reserved for resort guests and club members. The course also offers rentals and lessons.

**VINOY RECREATION** Experience the many activates St. Petersburg has to offer just steps away from your room! Enjoy complimentary fitness classes, cardiovascular equipment and free weights or relax in a hot sauna at the Renaissance Vinoy Health Club. The resort also features heated outdoor pools and a whirlpool to soothe away aching muscles. Still looking for more? Jet skiing, kayaking, fishing, sailing, and the Vinoy Marina are also available to resort guests.

## ADDITIONAL RESORT ACTIVITIES

- Championship tennis courts
- Swimming
- Bike rentals
- Boating/Sailing
- Jogging/fitness trail
- Sauna

## AREA ATTRACTIONS

- Salvador Dalí Museum
- Freefall Theater
- Chihuly Collection
- Vinoy Park
- Sawgrass Lake Park
- Museum of Fine Arts
- Sunken Gardens
- Tropicana Field

*Convention attendees receive a 10% discount on resort dining (excluding tax & gratuity) and a 15% discount on spa services (excluding taxes, gratuity and service charges). Mention you are part of the FOAA group to receive these discounts.*

# CONVENTION AGENDA

## WEDNESDAY, SEPTEMBER 21

- 8:30 A.M. - 12:00 P.M.** | **REGISTRATION**  
Lobby Promenade
- 9:00 A.M. - 10:30 A.M.** | **BOARD OF DIRECTORS MEETING (CLOSED)**  
Lassing/Miller
- 10:30 A.M. - 12:00 P.M.** | **GENERAL BUSINESS MEETING (MEMBERS ONLY)**  
Tea Garden Pavilion
- 1:00 P.M. - 5:00 P.M.** | **FOAA 4TH ANNUAL M.A. "CHIP" LABORDE  
MEMORIAL GOLF TOURNAMENT**  
Vinoy Golf Club  
*Sponsored by Lamar Advertising*
- 4:00 P.M. - 5:00 P.M.** | **REGISTRATION**  
Lobby Promenade
- 6:00 P.M. - 7:30 P.M.** | **WELCOME RECEPTION**  
Fred's Steakhouse  
*Sponsored by Jones Walker LLP*

## THURSDAY, SEPTEMBER 22

- 9:00 A.M. - 5:00 P.M.** | **REGISTRATION**  
Plaza Foyer
- 9:00 A.M. - 10:00 A.M.** | **CONTINENTAL BREAKFAST**  
Plaza A  
*Sponsored by Salter > Mitchell*
- 10:00 A.M. - 10:30 A.M.** | **OPENING SESSION**  
Guest Speaker: Lieutenant Governor Carlos Lopez-Cantera  
Plaza BCD

## THURSDAY, SEPTEMBER 22 (cont.)

- 10:30 A.M. - 11:30 A.M.** | **DIGITAL CYBER SECURITY:  
"HOW TO PREVENT HACKING OF DIGITAL BILLBOARDS"**  
Bill Ripp, VP of Digital Development, Lamar Advertising  
Plaza BCD  
*Sponsored by Selective Structures*
- 11:45 A.M. - 1:30 P.M.** | **KEYNOTE LUNCHEON**  
Special Agent Cole Crosby, FBI, Tampa Field Office  
Special Agent James Bucenell, FBI, Tampa Field Office  
Vinoy Grand Ballroom Foyer  
*Sponsored by Dean Mead Law Firm  
and Gray Robinson Law Firm*
- 1:45 P.M. - 2:45 P.M.** | **FLORIDA'S POLITICAL LANDSCAPE AND  
THE 2016 ELECTIONS**  
Marian Johnson, Executive Director  
Florida Chamber Political Institute  
Plaza BCD  
*Sponsored by Lauren's Kids*
- 2:45 P.M. - 3:45 P.M.** | **FDOT UPDATE**  
Jim Spalla, Director, Office of Right of Way  
Rob Jessee, Deputy Director, Right of Way Operations  
Morris Pigott, State Administrator, Resource Mgt.  
Ken Pye, Mgr., Outdoor Advertising Control  
Plaza BCD  
*Sponsored by Greenspoon Marder Law Firm*
- 3:45 P.M. - 4:00 P.M.** | **SWEET TREATS BREAK**  
Plaza A  
*Sponsored by Independent's Service Company*
- 4:00 P.M. - 5:00 P.M.** | **LEGISLATIVE PANEL DISCUSSION**  
Moderator: Pete Dunbar, FOAA Legislative Consultant  
Special Guests: Sen. Jack Latvala, Rep. James Grant,  
Rep. Chris Latvala and Rep. Chris Sprowls  
Plaza BCD  
*Sponsored by Independent's Service Company*
- 5:30 P.M. - 7:00 P.M.** | **GALA RECEPTION**  
Mezzanine/Terrace  
*Sponsored by OAI, Inc.*

## FRIDAY, SEPTEMBER 23

- 8:00 A.M. - 9:00 A.M.** | **BREAKFAST MEETING  
WITH FDOT SECRETARY JIM BOXOLD**  
Plaza A  
*Sponsored by Regions Bank*

# KEYNOTE SPEAKERS

## **FBI SPECIAL AGENT COLE CROSBY AND FBI SPECIAL AGENT JAMES BUCENELL**



### **FBI SPECIAL AGENT COLE CROSBY**

Special Agent Cole Crosby began his law enforcement career in 2005 with the Gwinnett County Police Department in Gwinnett County, Georgia. He worked as a patrol officer and later a detective, specializing in the investigation of robberies, assaults, homicides, and the use of high tech law enforcement equipment.

Special Agent Crosby joined the FBI in 2014 and was assigned to the Tampa division working criminal violations including bank robberies, complex violent crimes, and drug trafficking. In that role, he continues to work with the latest technology and collaborate with the private sector to further the FBI's investigations and support the FBI mission.

### **FBI SPECIAL AGENT JAMES BUCENELL**

Prior to joining the FBI in 2001, Special Agent (SA) Bucenell worked for Pasco County Sheriff's Office for 8 years. After graduating from the FBI Academy, he was assigned to the Lakeland Resident Agency to work drug investigations. In 2008, he was part of a multi-jurisdictional Task Force created to investigate the disappearance of Robert Wiles. The culmination of the yearlong investigation resulted in a murder conviction, and the case became the subject of two television documentaries as a "no body" homicide. In 2012, he was assigned to the Republican National Convention, and was responsible for the operation of undercover assets. Presently, he is assigned to a Violent Crime/Gang squad.

# FOAA 4<sup>th</sup> Annual M.A. "CHIP" LABORDE MEMORIAL GOLF TOURNAMENT

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". Once again, this year's tournament will be held in honor of a man whose legacy, fervor and contributions to the outdoor industry will always be remembered.

“FOREVER  
**REMEMBERED,**  
FOREVER  
**MISSED.**”

*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. 1973

## REPRESENTATIVE JAMES W. GRANT



### DISTRICT 64

- Elected to the Florida House of Representatives in April 2015
- Florida House of Representatives, 2010-2014
- Auburn University, B.S., Marketing, Political Science minor, 2001-2006
- Stetson College of Law, J.D., 2006-2009

## REPRESENTATIVE CHRIS LATVALA



### DISTRICT 67

- Elected to the Florida House of Representatives in 2014
- Vice President, GCI
- Valencia Community College, A.A., 2000-2002
- University of Central Florida, B.A., 2003-2004

## REPRESENTATIVE CHRIS SPROWLS



### DISTRICT 65

- Elected to the Florida House of Representatives in 2014
- University of South Florida, B.A., 2006
- Stetson University College of Law, J.D., 2009

## LEARY

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# SPEAKERS

## **FDOT SECRETARY JIM BOXOLD**



Jim Boxold was named Secretary of the Florida Department of Transportation by Governor Rick Scott in December 2014. As Secretary, he is focused on improving the transportation network to benefit residents, visitors and Florida's economic growth. Under Governor Scott, the state has significantly increased its transportation investments, providing the largest work program in the department's 100-year history two years in a row. These investments are paying off. Florida's transportation infrastructure is consistently ranked among the best in the country by the U.S. Chamber Foundation. Secretary Boxold has challenged FDOT employees to build on that success by emphasizing innovation, continuing to seek ways to be more efficient in its operations and leveraging Florida's exceptional position to improve the state's transportation system even more.

## **BILL RIPP**



Bill received his undergraduate degree in Mathematics from Marquette University and shortly afterwards, received a MBA degree from UCLA. Bill has been in the Outdoor Advertising Business since 1989 working with various companies including Gannett Outdoor, Whiteco and Chancellor Media. In 1999, Bill joined Lamar Media Corporation working out of their Southern California offices. For the last thirteen years, Bill has been spearheading Lamar's nationwide efforts to add electronic digital billboards as an essential part of their advertising portfolio. Bill is an Outdoor Advertising Association of America Hall of Fame member and is one of the original members of the OAAA digital signage committee. He currently serves as the committee chairman.

## **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.

## **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.



# SPEAKERS

continued

## **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.

## **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 and his hobbies include coaching baseball, water-skiing, biking, and supporting his children in gymnastics, football, soccer, dancing, basketball, and whatever activity they may be currently doing!

## **KEN PYE**



Ken Pye is the Manager of Outdoor Advertising and the Logo Sign Program. He has served in this capacity since May of 2016. Prior to becoming Manager, Ken served as the Supervisor of Outdoor Advertising Field Operations and worked for the Department of Transportation since March of 2012. Ken has worked in State Government with both the Department of Revenue and the Department of Education. He has also worked for several years in the private sector. Ken is a husband and father of three. He has a daughter who is nine and twin boys that are seven. Ken is actively involved in his Church and loves spending time with his family.

## **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 6 year old son and his hobbies include spending time with his family, cooking, being very active in church, boating, camping and helping others.

## **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.)

# SPECIAL ACKNOWLEDGEMENTS

## CRAIG WHITLOCK

Clear Channel Outdoor Tampa, 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, for designing the convention sponsor banner.

## SPONSORS

- Golf Tournament & Prizes - **Lamar Advertising**
- Welcome Reception - **Jones Walker**
- Continental Breakfast & Morning Coffee Break - **Salter>Mitchell**
- Morning General Session - **Selective Structures**
- Afternoon General Session - **Lauren's Kids, Greenspoon Marder Law, and Independent's Service Company**
- Breakfast 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**
- Program Ads - **Daktronics and Leary Governmental Affairs**

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