

CONVENTION PROGRAM  
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FLORIDA OUTDOOR ADVERTISING ASSOCIATION  
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*Welcome to the*

**FOAA**

**2024**

**CONVENTION**

**SEPTEMBER 18-20, 2024**



OPAL  
— GRAND —  
OPAL COLLECTION

DELRAY BEACH, FLORIDA



# WELCOME

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Jason Unger, Governmental Affairs, *Gray Robinson Law Firm*  
April Salter, PR Consultant, *SalterMitchell PR*

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Memorial Golf Tournament**

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*Representative Robert A. "Robbie" Brackett*  
*Representative Michael A. "Mike" Caruso*  
*Senator Gayle Harrell*

**11-14** **Speakers**



# AGENDA

## WEDNESDAY, SEPTEMBER 18, 2024

<b>8:30AM - NOON</b> Sea Breeze Foyer	<b>REGISTRATION</b>
<b>9:00AM - 10:30AM</b> Sea Breeze	<b>BOARD OF DIRECTORS MEETING (CLOSED)</b>
<b>10:30AM - NOON</b> Coral Reef Ballroom	<b>GENERAL MEMBERSHIP MEETING (MEMBERS ONLY)</b> <i>Sponsored by: SalterMitchell PR</i>
<b>1:00PM - 5:00PM</b> Seagate Country Club	<b>9TH ANNUAL M.A. "CHIP LABORDE" MEMORIAL GOLF TOURNAMENT</b> <i>Sponsored by: Lamar Advertising</i>
<b>4:00PM - 5:00PM</b> Sea Breeze Foyer	<b>REGISTRATION</b>
<b>6:00PM - 7:30PM</b> Elevate Rooftop Bar	<b>WELCOME RECEPTION</b> <i>Sponsored by: Fox Rothschild, LLP</i>

## THURSDAY, SEPTEMBER 19, 2024

<b>8:00AM - 5:00PM</b> Sea Breeze Foyer	<b>REGISTRATION</b>
<b>8:00AM - 9:30AM</b> Sea Breeze Foyer	<b>CONTINENTAL BREAKFAST</b>
<b>9:30AM - 9:45AM</b> Coral Reef Ballroom	<b>WELCOME REMARKS</b> Charlotte Audie, President-CEO, FOAA Kathy Oertel Peters, FOAA Chair, Lakeland Outdoor Advertising
<b>9:45AM - 10:15AM</b> Coral Reef Ballroom	<b>OPENING SESSION</b> Dominic Calabro, President-CEO, Florida TaxWatch <i>Sponsored by: Selective Structures</i>

# OF EVENTS

## THURSDAY, SEPTEMBER 19, 2024

<b>10:15AM - 10:45AM</b> Coral Reef Ballroom	<b>FEDERAL UPDATE</b> Andy McDonald, Sr. VP of Government Affairs, OAAA
<b>10:45AM - 11:30AM</b> Coral Reef Ballroom	<b>FDOT UPDATE</b> Billy Benson, Administrator, Field Operations, Outdoor Advertising Mike Green, Supervisor, Outdoor Advertising Control Office Operation Kaitlin Morgan, Manager, Outdoor Advertising & Logo
<b>11:45AM - 1:30PM</b> Sea Breeze	<b>KEYNOTE LUNCHEON</b> Jared Perdue, Secretary, Florida Department of Transportation <i>Sponsored by: GrayRobinson Law Firm &amp; Jones Walker LLP</i>
<b>1:45PM - 2:45PM</b> Coral Reef Ballroom	<b>INTRODUCTION OF NEW FDOT OUTDOOR ADVERTISING DATABASE</b> Billy Benson, Administrator, Field Operations, Outdoor Advertising Mike Green, Supervisor, Outdoor Advertising Control Office Operation Kaitlin Morgan, Manager, Outdoor Advertising & Logo
<b>2:45PM - 3:45PM</b> Coral Reef Ballroom	<b>FLORIDA'S POLITICAL INSIGHTS: 2024 ANALYSIS &amp; HIGHLIGHTS</b> Andrew Wiggins, Sr. Director, Political Affairs & Coalitions Advocacy, Florida Chamber of Commerce <i>Sponsored by: Associated Posters, Inc.</i>
<b>3:45PM - 4:00PM</b> Coral Reef Ballroom	<b>SWEET TREATS BREAK</b> <i>Sponsored by: Independent's Service Co.</i>
<b>4:00PM - 5:00PM</b> Coral Reef Ballroom	<b>LEGISLATIVE PANEL DISCUSSION</b> Moderator: French Brown, FOAA General Counsel Legislative Guests: Senator Gayle Harrell; Representative Robert Brackett; Representative Michael Caruso
<b>5:30PM - 7:00PM</b> Sea Breeze	<b>CLOSING RECEPTION</b> <i>Sponsored by: Rainier Display+OAI Visual Branding</i>



# M.A. "Chip" LaBorde Memorial Golf 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." Each year, the 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

# CONVENTION SPONSORS

FOAA sincerely thanks our 2024 sponsors for supporting the association and making the Annual Conference possible!

## Welcome Amenity



## Opening Session



## FOAA Golf Tournament & Prizes, In Memorial of M.A. "Chip" LaBorde



## General Sessions



## General Membership Meeting



## Keynote Luncheon



## Welcome Reception



## Sweet Treats Break & Sponsorship Banner



## Convention Program



## Closing Reception



## Program Ads





# KEYNOTE SPEAKER



**Jared W. Perdue**  
**Secretary of the Florida**  
**Department of Transportation**

Jared W. Perdue, P.E. was named Secretary of the Florida Department of Transportation (FDOT) by Governor Ron DeSantis on April 7, 2022. As Secretary, Perdue oversees the lead agency in state government with the statutory responsibility to coordinate the planning and development of a safe, viable, and balanced transportation system serving all regions of the state, and to assure the compatibility of all components, including multimodal facilities.

Secretary Perdue has devoted his entire career to the FDOT since entering public service through the Professional Engineer Training Program with FDOT District Three. The completion of this program kickstarted his FDOT career and, likewise, his passion for serving the people of Florida, as his various leadership roles within the Department have touched nearly every aspect of the state's transportation system and the communities it serves. Through the years, Perdue has played integral roles in both operations and development where he has held positions as the District Geotechnical Engineer, District Traffic Operations Engineer, as well as the District Design Engineer. He also has a tremendous amount of experience with various modes of transportation including space, multi-use trails, and served as the CEO of SunRail. Most recently, Secretary Perdue has been charged with carrying out the bold vision of Governor DeSantis through the Moving Florida Forward Infrastructure Initiative. With Florida's unprecedented population growth, this historic investment to Florida's transportation network will ease congestion, improve safety, ensure the resiliency of our transportation network, and enhance Florida's supply chain across the state.

Since his appointment as Secretary, Perdue's vision has led the Department's efforts of building a safer, stronger, and more resilient multimodal transportation system with Florida's communities at the very center. As Florida's population continues to grow and understanding the impact transportation has on the quality of life for Floridians, Secretary Perdue strives to ensure that FDOT's infrastructure around the state will efficiently serve residents and visitors, now and in the future, with an emphasis on embracing communities to achieve their vision and meet the transportation needs. Under his leadership, the Department will continue to prioritize safety to reach a target of zero fatalities and serious injuries, enhance the transportation network, inspire innovation, and build strong partnerships to ensure Florida remains a leader in transportation.

Secretary Perdue received his bachelor's degree in civil engineering from The Citadel, The Military College of South Carolina. He is married to his beautiful wife Brandis and has five daughters.



# LEGISLATIVE

# GUESTS



**Representative Robert A. "Robbie" Brackett**  
**District: 34 - Republican**

Indian River and Part of Brevard

- Corporate Managing Partner/Director
- Elected to the Florida House of Representatives in 2022
- Local Administration, Federal Affairs & Special Districts Subcommittee (Vice Chair), Infrastructure Strategies Committee, Agriculture, Conservation & Resiliency Subcommittee, Water Quality, Supply & Treatment Subcommittee, Constitutional Rights, Rule of Law & Government Operations Subcommittee, Criminal Justice Subcommittee, Infrastructure & Tourism Appropriations Subcommittee



**Senator Gayle Harrell**  
**District: 31 - Republican**

Martin and Parts of Palm Beach and St. Lucie

- Health Information Technology Consultant; CEO Health IT Strategies
- Elected to the Senate in 2018, reelected subsequently
- House of Representatives, 2000-2008, 2010-2018
- Appropriations Committee on Health and Human Services (Chair), Environment and Natural Resources, (Vice Chair), Appropriations, Appropriations Committee on Education, Health Policy, Judiciary, Select Committee on Resiliency



**Representative Michael A. "Mike" Caruso**  
**District: 87 - Republican**

Part of Palm Beach

- Certified Public Accountant
- Elected to the Florida House of Representatives in 2018, reelected subsequently
- Joint Legislative Auditing Committee (Chair), State Affairs Committee (Vice Chair), Ethics, Elections & Open Government Subcommittee, Ways & Means Committee, Energy, Communications & Cybersecurity Subcommittee, Higher Education Appropriations Subcommittee



# 2024 CONVENTION

# SPEAKERS



**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.



**Andy McDonald** is the Senior VP of Government Affairs for OAAA. He is an AV Preeminent Martindale-Hubbell Peer Review rated attorney, who having practiced law for over 25 years in areas including outdoor advertising, real estate, litigation and dispute resolution, and finance, maintains active law licenses in four states.

His knowledge of out-of-home advertising coupled with his legal experience provide a solid foundation for his role as Senior Vice President of Government Affairs where, in addition to assisting OAAA member organizations address state and local government issues, he serves on the Digital Billboard, as well as the Safety, Standards & Technology Committees.



**Billy Benson** is the Supervisor of Outdoor Advertising Field Operations at FDOT. He has served in this capacity since May of 2016. Prior to joining the Department, Benson worked at the Department of Business and Professional Regulation. Before relocating to Florida, Benson practiced law in Birmingham, Alabama for approximately 20 years.

He has two daughters, Mackie and Josie. He is a sports fanatic and spends as much time as he can with his family and friends.



**Michael Green** is the Outdoor Advertising Office Operations Supervisor and has been with FDOT since 2011 supervising both field and office operations. He also serves as the contract manager for the state's Logo Sign Program. In addition, Green performs dual roles as the ODA Data Steward, and the Right of Way Enterprise Data Steward for the Department's Data Governance Initiative. Green has over 28 years of experience in serving the state through licensing and regulatory programs. Michael is a graduate of Southeast Missouri State University.



**Kaitlin Morgan** began her role as the Outdoor Advertising and Logo Manager in the Office of Right of Way in June 2024. She has worked for the Florida Department of Transportation since September 2018 and spent the last four years as the Training Manager and Design Supervisor in the Organizational Development Office. In this role, she was responsible for running the Department's statewide training program, providing debriefs to the Executive Team on large Department projects and coordinating the training for Supervisor, Management, and Leadership Academies. Prior to that, she served as the Statewide Quality Assurance Coordinator.

Morgan has worked in State Government with both the Florida Department of Law Enforcement and the Florida Highway Patrol. She is a Certified Public Manager and has been serving the public sector for over 10 years. Morgan graduated from Florida State University with a Bachelor of Exercise Science and a minor in Chemistry. She loves spending time with her family and friends.

## SPEAKERS CONTINUED



**Andrew Wiggins** is the Senior Director, Political Affairs & Coalitions Advocacy for the Florida Chamber of Commerce, Wiggins manages the Florida Chamber's political campaign activity as well as builds coalitions and works with local chambers of commerce throughout the state of Florida.

Wiggins has a vast history of experience that ranges from working on Rudy Giuliani's mayoral campaign to working with U.S. Senate, congressional and for George W. Bush's presidential campaign. More recently, he has more than 25 years of experience electing candidates to the House and Senate across Florida.

Wiggins, a sixth generation Floridian, was born and raised in Jacksonville, Florida. He graduated from the University of Florida with a B.A. in History, as well as a M.A. in Political Science with a certificate in Political Campaigning. Wiggins has two children, Katherine and Gavin.

# WILLIAMSON & ASSOCIATES

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## Natalie Kessler

*Associate Broker*

Former OOH Operator, K2 Media - Florida Panhandle  
Former Director of Sales & Real Estate, Kessler Outdoor - Ohio  
Currently resides in Panama City Beach



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