Florida Association of Professional Lobbyists

Fourteenth Annual Conference

September 5-7, 2018   Wyndham Grand Orlando Bonnet Creek
"Be awesome, cool and funny!"

White board daily goals of an 8 year old leukemia patient

In Memory of Dylan M. Watson
September 18, 2003 - March 19, 2012

Watson.Strategies@comcast.net | 850.567.1202
3738 Mundon Way Tallahassee, FL 32309
FAPL MEMBERS,
Thank You for Your Business & Continued Trust!

Schedule a training now at training@lobbytools.com and be the first to see our new tools for the 2019 session.

lobbytools
LEGISLATIVE INTELLIGENCE

www.lobbytools.com    850.915.0100
Welcome from our Chairman

Michael Hightower, DPL

Dear Colleagues,

Welcome to Orlando and thank you for joining us for FAPL’s 14th Annual Conference! On behalf of your Executive Committee and Board of Directors, we ask each of you to take a moment and reflect on why you chose Lobbying and Public Policy Advocacy as your preferred Professional career; to ask yourself what are your personal principles and values you utilize each day as you reflect your personal reputation to advocate the objectives of your client(s) and to remember not only the importance of what we do every single day but how we do it.

Knowing the recognized and appreciated core Principals and Mission of FAPL each of us embrace proudly, each of us should feel honored to represent this important and valued Association as Florida’s Professional Advocacy Public Policy leaders.

In the past 14 years, FAPL has grown, evolved, adapted, and responded to challenges and opportunities to become recognized as the Best in Class in the Professional world of Lobbying and Public Policy Advocacy.

The one thing which has not changed is the Mission on which our Association was founded: to bring demonstrated and recognized undisputed honesty, integrity, respect and a higher standard of ethical behavior to the political process for professional advocates. As FAPL continues to grow, we remain steadfast to our core Mission of upholding the highest standards for Florida’s Tallahassee lobbying Corp.

Each year our annual conference is structured around FAPL’s Designated Professional Lobbyist (DPL) program. Each session you will experience this week has been specifically chosen by your peers to bring new ideas, unknown insight, and collaborative learning to our members. The core of the DPL program is three-fold: Ethics, Laws & Rules, and General Education. Earning the DPL designation significantly elevates FAPL members to an enhanced level of respected Professionalism, one that is recognized and valued not only within the Association membership but among Governmental, Legislative, Business, Community and Public Policy leaders as well. On behalf of your extraordinary Board of Directors and Executive Committee, we encourage each of you to attend every session offered this week, to stay engaged, interact with your fellow members and our distinguished speakers, and take home a deeper, enhanced and personal understanding of our important Profession and each of your roles in maintain and preserving the integrity of our Public Policy Advocacy.

Throughout the week, please take the time to visit and show appreciation to our conference sponsors. Their support ensures we are able to continue events such as the annual conference, Candidate Interviews, and FAPLtinis. I would also like to recognize FAPL’s many volunteers who contribute their time to the planning and execution of these events.

On a personal note, I would like to take a moment to thank each of you for attending our conference as well as sharing your extraordinary expertise and commitment to the highest standards of Professionalism.

As recognized and respected leaders in the lobbying profession, you have the vision and knowledge to help us maintain those all-important Best Practices of Personal and Professional standards of undisputed integrity and honesty.

As an active and committed member of FAPL, each of you are our true reflection of what is honorable and respected about our Profession. FAPL could not be successful without your individual commitment, dedication, and tenacity.

My personal thanks to each of you,

Michael Hightower, DPL
Chairman 2017-2018
### Wednesday, September 5, 2018

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Category</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:00-7:00pm</td>
<td>Conference Registration Desk Open</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3:00-5:00pm</td>
<td><strong>2018 General Elections</strong> – Participate in a post-primary roundtable on Florida’s remaining candidates and their races**</td>
<td>Optional session</td>
<td>Expedition Room</td>
</tr>
<tr>
<td>7:00-10:00pm</td>
<td><strong>Chairman’s Welcome Reception with House and Senate Members and Candidates</strong> sponsored by Ron Book</td>
<td></td>
<td>12th Floor Horizon Room</td>
</tr>
</tbody>
</table>

### Thursday, September 6, 2018

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Category</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:45-8:45am</td>
<td>Networking Breakfast - The Fountain’s Silent Auction Open</td>
<td></td>
<td>Grand Foyer</td>
</tr>
<tr>
<td>8:15-8:30am</td>
<td><strong>Opening Remarks from Chairman Hightower</strong></td>
<td></td>
<td>Ponce de Leon III-VII</td>
</tr>
<tr>
<td></td>
<td>All candidates for Governor, Attorney General, CFO and Agriculture Commissioner invited to speak throughout the conference</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:30-9:30am</td>
<td><strong>Opening Keynote and Q&amp;A: “Changes in Rules for Lobbying the House”</strong></td>
<td>DPL: 1 Laws and Rules</td>
<td>Ponce de Leon III-VII</td>
</tr>
<tr>
<td></td>
<td>Don Rubottom, Staff Director, House Public Integrity and Ethics Committee</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:30-10:30am</td>
<td><strong>“The Evolution of Florida Lobbying”</strong></td>
<td>DPL: 1 General Education</td>
<td>Ponce de Leon III-VII</td>
</tr>
<tr>
<td></td>
<td>Paul Bradshaw, Founder, Southern Strategy Group</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:00-10:45am</td>
<td>Networking Break</td>
<td></td>
<td>Grand Foyer</td>
</tr>
<tr>
<td></td>
<td>Send conference tweets to @LobbyFlorida #FAPL2018</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:45-11:45am</td>
<td><strong>“Executive Branch Insight – Pulling back the Curtain”</strong></td>
<td>DPL: 1 General Education</td>
<td>Ponce de Leon III-VII</td>
</tr>
<tr>
<td></td>
<td>Kim McDougall, GrayRobinson Law Firm</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Darrick McGhee, Johnson &amp; Blanton</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:45am-1:00pm</td>
<td>Lunch - sponsored by AT&amp;T</td>
<td>DPL: 1 Laws and Rules</td>
<td>Ponce de Leon I &amp; II</td>
</tr>
<tr>
<td></td>
<td><strong>Special Guest Speakers Invited</strong> – Senate President Designate</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bill Galvano * all candidates for Governor, Attorney General, CFO and Agriculture Commissioner</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1:00-2:00pm</td>
<td><strong>“Is Non-Traditional Media a Game Changer in Advocacy?”</strong></td>
<td>DPL: 1 General Education</td>
<td>Ponce de Leon III-VII</td>
</tr>
<tr>
<td></td>
<td>Panel Discussion Moderated by Christina Johnson, On3PR</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Brian Burgess, The Capitlist</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Matt Dixon, Politico Florida</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Peter Schorsch, Florida Politics</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### DPL Education Requirements – 10 Hours Total

<table>
<thead>
<tr>
<th>Category</th>
<th>Required</th>
<th>Scheduled</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ethics</td>
<td>3 hours minimum</td>
<td>3 hours</td>
</tr>
<tr>
<td>Laws &amp; Rules</td>
<td>3 hours minimum</td>
<td>4 hours</td>
</tr>
<tr>
<td>General Education</td>
<td>4 hours maximum</td>
<td>4 hours</td>
</tr>
</tbody>
</table>

Total number of DPL hours available at conference = 11 hours
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Category</th>
<th>Room</th>
</tr>
</thead>
</table>
| 2:00-3:00pm  | Ethics 101 “Clients, Conflicts of Interest, Working with Other Lobbyists, Elected Officials”  
Mark Herron, Esq., Messer Caparello Law Firm                                                                                   | DPL: 1 Ethics          | Ponce de Leon III-VII     |
| 3:00-3:15pm  | Networking Break  
Send conference tweets to @LobbyFlorida #FAPL2018                                                                                                                                      |                        | Grand Foyer               |
| 3:15-4:15pm  | Ethics 102: “Elections and Firm Audits- What to Expect”  
Mark Herron, Esq., Messer Caparello Law Firm                                                                                          | DPL: 1 Ethics          | Ponce de Leon III-VII     |
| 4:15-5:15pm  | “Governing After a Transition – Insights into the Post-Election, Pre-Inauguration Process”  
J.M. “Mac” Stipanovich, Buchanan Ingersoll & Rooney                                                                               | DPL: 1 Laws and Rules  | Ponce de Leon III-VII     |
| 7:45-7:30pm  | FAPL Foundation Silent Auction  
Get your final bid before 7:30pm at the start of the Annual Dinner                                                           |                        | Grand Foyer & Journey Room|
| 7:00-9:30pm  | FAPL Annual Reception and Dinner                                                                                                                                                                      |                        | Journey Room              |

**Friday, September 7, 2018**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Category</th>
<th>Room</th>
</tr>
</thead>
</table>
| 7:45-8:45am  | Networking Breakfast  
Send conference tweets to @LobbyFlorida #FAPL2018                                                                                                                                               |                        | Grand Foyer               |
| 8:30-9:00am  | Opening Remarks / Announcements  
All candidates for Governor, Attorney General, CFO and Agriculture Commissioner invited to speak throughout the conference                                                               |                        | Ponce de Leon III-VII     |
| 9:00-10:00am | 2018 Elections Update: “Polls, Predictions and Primaries: Both Sides of the Aisle”  
Andrew Wiggins, Florida Chamber of Commerce  
Steve Schale, President, Schale Strategies                                                                                                 | DPL: 1 Laws and Rules  | Ponce de Leon III-VII     |
| 10:00-11:00am| Traditional Media Panel: “The right way to effectively work with news outlets”  
Panel Discussion Moderated by Christina Johnson, On3PR  
Steve Bousquet, Capitol Bureau Chief, Tampa Bay Times  
Julie Hauserman, The Florida Phoenix                                                                                                       | DPL: 1 General Education| Ponce de Leon III-VII     |
| 11:00-Noon   | Closing Keynote: FAPL Board of Directors Panel: “Ask Me Anything”  
Special Guest Speakers Invited                                                                                                                                                                      | DPL: 1 Ethics          | Ponce de Leon III-VII     |
| Noon-12:30pm | Awarding of DPLs                                                                                                                                                                                     |                        | Ponce de Leon III-VII     |
| 12:30pm      | Adjourn                                                                                                                                                                                                |                        | Ponce de Leon III-VII     |
IT SHOULDN’T HURT TO BE A CHILD.

Lauren’s Kids works to protect childhood and prevent abuse through education and awareness... because it shouldn’t hurt to be a child. Preventing child abuse. Healing Survivors. LaurensKids.org

Power of you

We’re proud to support Florida Association of Professional Lobbyists.

© 2010 AT&T Intellectual Property. AT&T, Globe logo, Mobilizing Your World and DIRECTV are registered trademarks of AT&T Intellectual Property and/or AT&T affiliated companies. All other marks are the property of their respective owners.
The Annual Silent Auction to benefit the FAPL Foundation will go live

Thursday September 6th at 7:45am
Last bids at 7:30pm during the Annual Dinner

Obtain your bidder number at the Registration Desk early so you can come out as the big winner!

Our 2018 Annual Conference Speakers, Presenters and Panelists

A sincere thank you to all of our presenters for sharing their time, talent and knowledge with us at this year’s Annual Conference.

Paul Bradshaw founded Southern Strategy Group in 1999, after his lengthy career as a policy-maker in government and an administrative lawyer who litigated against government. Paul’s work often strayed from the arcane of policy to the less staid world of political campaigns. In the political realm, Paul worked on several successful statewide campaigns including Jeb Bush’s first successful gubernatorial campaign. With a background in Florida government, Paul has dealt with a broad range of major public policy initiatives, including those directed at development, environmental protection, and public education.

Brian Burgess, Publisher & Editor-in-Chief of the Capitolist. Inspired by the rapid evolution of digital political media, Brian launched The Capitolist in June 2016 and in that span, the site has become the largest center-right news organization in Florida. Prior to 2016, Brian served as a communications consultant and advisor to Fortune 500 companies, non-profit groups, and high-profile political leaders. In 2009, Brian served as a consultant to businessman Rick Scott, and a year later, as communications director during Scott’s 2010 gubernatorial campaign. He served for two years as Governor Scott’s first Director of Communications.

Steve Bousquet is the Tallahassee bureau chief for the Tampa Bay Times, which has the largest circulation of any newspaper in the state. He joined the Times in 2001 after 17 years at the Miami Herald. Steve moved to the state capital in 1993 to cover state government and politics. He has covered six governors and every session of the Florida Legislature since 1988. He graduated from the University of Rhode Island and has a master’s degree in history from Florida State University.

Matt Dixon came to POLITICO Florida in March 2014 after five years covering the Sunshine State’s government and political scene. He served as Florida Times-Union’s bureau chief for four years. Over his career, Dixon has been recognized for both his political and investigative work, most recently winning a 2015 Green Eyeshade Award for investigative reporting. He has also been awarded the Gene Miller Award of Investigative Reporting, and the Florida Press Club’s top government reporting award.
Julie Hauserman is the Editor-in-Chief of the Florida Phoenix and has been writing about Florida for more than 30 years. She is a former Capitol bureau reporter for the St. Petersburg (Tampa Bay) Times, and reported for the Stuart News and the Tallahassee Democrat. She has won many awards, and has been nominated twice for the Pulitzer Prize. Her work is featured in several Florida anthologies, including The Wild Heart of Florida, The Book of the Everglades, Between Two Rivers and her latest, Drawn to The Deep, which comes out this fall.

Mark Herron is an attorney with Messer Caparello practicing in Ethics and Elections, Legislative and Governmental Affairs, Administrative Law and Litigation, Appellate Law, and Regulated Industries. Mark represents public officials and employees in matters relating to the Code of Ethics for Public Officers and Employees before the Florida Commission on Ethics. He 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.

Christina Johnson, president of On 3 Public Relations, previously served as Director of Public Relations for a lobbying firm, providing clients with message development, strategic communication, grassroots advocacy and overall paid and earned media outreach. Christina’s executive and legislative branch experience include positions as Deputy Chief of Staff at the Florida Department of State, Communications Director at the Florida Department of Business and Professional Regulation and as Director of Communications for the Florida Senate President.

Kim McDougal is a senior government affairs consultant in Gray Robinson’s Tallahassee office. Previously, she served as Chief of Staff for Governor Scott. She currently lobbies across a wide range of policy areas on behalf of public and private clients. Kim brings almost three decades of education, policy knowledge and experience to the firm’s lobbying practice having served in multiple leadership roles at the Department of Education, including Governmental Relations Director and Senior Policy Advisor for several Commissioners of Education.

Darrick D. McGhee is the Vice President of Government Relations at Blanton & Johnson with two decades of experience working in government. Darrick was the Director of Legislative Affairs for the Executive Office of Governor Rick Scott. In this capacity, he was responsible for advocating and securing passage of the Governor’s legislative priorities. He ensured the proper and legal administration of the Governor’s legislative role throughout the legislative process and provided counsel and support to the Governor and other staff members with regard to legislative matters and concerns. In this role, Darrick also oversaw the legislative affairs directors for each of the executive agencies.
Andrew Wiggins is the Senior Director of Campaigns and Elections for the Florida Chamber of Commerce. Wiggins manages the Florida Chamber’s political campaign activity throughout the State of Florida. Prior to joining the Florida Chamber, Wiggins served as the Deputy Director of Senate Campaigns at the Republican Party of Florida, where he spent three years working for House Campaigns. Andrew has worked on grassroots campaigns all over the United States as well as working statewide in Florida and working for both the executive and legislative branches of government. He has more than 13 years of experience helping elect candidates to the House and Senate across Florida.

Steven Schale is a Florida-based political, communications and government relations strategist. Steve has extensive experience in all levels of Florida politics and is a highly regarded strategist in the Sunshine State, and one of the most frequently quoted experts on the State of Florida. In 2008, he was named one of Florida’s “100 Movers and Shakers” by Florida International Magazine, one of the most influential Democrats in Florida by Politics Magazine in 2009 and 2013, and the most influential Democratic strategist in Florida by the Tampa Bay Times in 2012.

Peter Schorsch is founder and president of Extensive Enterprises, producer of some of Florida’s most influential new media websites: FloridaPolitics.com, Orlando-Rising.com and Sunburn, the morning read of what’s hot in Florida politics. Schorsch is also the publisher of the quarterly INFLUENCE Magazine. For three consecutive years, Schorsch’s original SaintPetersBlog was ranked by The Washington Post as the best state-based blog in Florida. In addition to publishing, Peter serves as a political consultant to several of the state’s largest governmental affairs and public relations firms. Peter lives in St. Petersburg with his wife, Michelle and their daughter, Ella.

John McKager "Mac" Stipanovich is a Florida Republican activist, lobbyist and the chair of the Florida State Government Relations at Buchanan Ingersoll & Rooney. Mac practices administrative law representing entities before state government agencies, the Governor and Cabinet and the legislature.

Mac was Florida Executive Director for Reagan-Bush 1984, Campaign Director for Bob Martinez for Governor in 1986 and 1990, Chief of Staff to Governor Martinez and Senior Advisor to Jeb Bush for Governor in 1994. Mac has been listed in The Best Lawyers in America consecutively since 2007.

Don Rubottom is the Staff Director, Public Integrity & Ethics Committee, Florida House of Representatives. He has 16 years’ experience as a Staff Director of 6 different committees of the House in addition to 5 years’ service in the Speaker’s Office over a 22 year career in the Florida House. He is a member of the Florida Bar and the Oklahoma Bar and has for 3 of the past 6 years been the Legislature’s Associate Commissioner appointed to the Uniform Law Commission. Rubottom is a native of Tulsa, Oklahoma and was a member of the Oklahoma Senate from 1988-1996 and practiced law in Oklahoma 10+ years. Rubottom is a graduate of Southern Methodist University and the University of Tulsa, College of Law. Prior to law school, Rubottom worked 5 years in Texas as a Loss Control Representative with a major commercial lines insurer.
Thank you to these outstanding organizations for their generous sponsorships during this year's conference.

- LobbyTools
- Liberty Partners
- Watson Strategies
- FL Internet & TV
- Jeff Kottkamp, PA
- Ronald Book, PA
- Peebles Smith & Matthews

- AT&T
- Swag Bags
- Program
- Hotel Wi-Fi
- Lanyards
- Chairman's Reception
- Partners Sponsor

- Audio Visual
- Thursday’s Lunch
- Partner Sponsor
- Partner Sponsor
- Bag Insert
- Partner Sponsor

Thank you to the 2018 Annual Conference, Sponsorship & Education Committee Volunteers that made this event happen.

**Annual Conference Committee**
Jennifer Green Co-Chair
Casey Reed Co-Chair
Andrea Reilly
Barney Bishop
Codeye J. Woody
Justin Thames

**Sponsorship Committee**
Jennifer Green Co-Chair
Jeff Kottkamp Co-Chair

**Education Committee**
Ron Watson Co-Chair
Mario Bailey Co-Chair
Mark Landreth
Samantha Sexton
Barney Bishop
Rivers Buford
Joni Hunt
Larry Williams

Florida Association of Professional Lobbyists  FAPL.us  info@FAPL.us  @LobbyFlorida