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FOR IMMEDIATE RELEASE:

FLORIDA CHAMBER FOUNDATION NAMES DR. DALE BRILL AS PRESIDENT

*Former OTTED Director and Senior Economic Development
Official Tapped to Help Lead Florida's Economic Transition Efforts*

TALLAHASSEE, Fla. (December 21, 2009) – Florida Chamber of Commerce President and CEO Mark Wilson announced today that Dr. Dale Brill will be joining the Florida Chamber Foundation as its first full-time President, effective January 4, 2010. Following his service with the Crist Administration as Director of Florida's Office of Tourism, Trade & Economic Development (OTTED), Dr. Brill joins the Chamber Foundation with a mission to focus on a long-term vision for job creation and economic transition in Florida.

"Dr. Brill brings unmatched knowledge of Florida's business environment and the dynamic relationships between its stakeholders and government," said Jeff Lyash, Chair of the Florida Chamber Foundation and Executive Vice President of Corporate Development of Progress Energy Florida, Inc. "His leadership and experience will be instrumental in accelerating our Board's vision for a comprehensive approach to programs, research and policy options."

"Dr. Brill has a track record of building strong teams and garnering consensus that translates ideas into results," said Mark Wilson, President and CEO of the Florida Chamber. "Dale's work will advance the breadth, depth and results of the Florida Chamber Foundation's Six Drivers framework."

The Chamber Foundation introduced Florida's "Six Economic Drivers" at its inaugural Future of Florida Forum in October 2009 as a visioning platform for moving Florida toward 2030. The framework gives structure to policy development around six categories held as key determinants of sustainable job growth and success: 1) Talent and education, 2) Innovation and economic development, 3) Infrastructure and growth leadership, 4) Business climate and competitiveness, 5) Civic and government systems, and 6) Quality of life.

The drivers are supported by a comprehensive scorecard that will track the state's progress along specific measures tied to each of the six economic categories. (See [The Florida Scorecard](http://www.thefloridascorecard.com) or <http://www.thefloridascorecard.com>)

About Dr. Dale Brill

Dr. Brill holds a doctorate from the University of Tennessee in Communication and has been recognized as one of *Fast Company* magazine's inaugural Fast 50 Innovators. Brill served as Director of OTTED from October 2007 through December 2009. Prior to that, he was a senior executive at VISIT FLORIDA, Florida's official tourism industry marketing corporation. His professional career includes experience in both start-up environments and as a global business leader for General Motors.

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The Florida Chamber Foundation is a business-led research organization and problem-solver, working in partnership with state business leaders to advance and fund activities in public policy research in order to promote a healthy Florida economy. Founded in 1968 by the Florida Chamber of Commerce, the Chamber Foundation has been a critical voice for improved public education and a pro-business, pro-Florida business climate that allows Florida to grow and prosper. For more information, visit www.flfoundation.com.