



March 29-30, 2011

INTERNATIONAL DAYS

presented by the Florida Chamber of Commerce

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The bright place to be:





March 29 - 30, 2011

INTERNATIONAL DAYS

presented by the Florida Chamber of Commerce

FLORIDA
CHAMBER
of Commerce

Dear Florida Chamber Members and Friends:

On behalf of the International Business Committee of the Florida Chamber of Commerce, I welcome you to *International Days 2011*. The Florida Chamber is pleased to once again host this annual event highlighting the importance of international business to Florida's economy. Approximately 1.7 million jobs in Florida depend on international business and this number will only continue to grow as we focus on becoming a global hub for trade and export-oriented services and activities.

As we look to the future, we must ensure Florida is competitive as a global leader in international business. We trust the sessions we have planned for *International Days* will help enhance your understanding of international business in Florida and the significant role both trade and logistics will play in transitioning Florida to a new and sustainable economy.

As the Florida Chamber works to double Florida exports by 2015, please engage with our international department by calling Frank Ryll at 850.521.1205.

Sincerely,

Allan Bense
Chair, Florida Chamber of Commerce
Partner, GAC Contractors



Rick Scott

Governor

Dear Friends,

On behalf of Florida, I welcome you to *International Days* and thank you for taking time to participate in this important event.

The Florida Chamber's *International Days* is a networking event that unites the business community with state and international leaders to exchange ideas and discuss forward-thinking policies and best practices. The results of their interaction lead to better opportunities for our state to revitalize its economy through its focus on international trade, logistics and Florida-origin exports. Florida, geographically, is in the fastest growing U.S. business and consumer market and at the crossroads of expanding north-south and east-west trade lanes. This positioning gives the state a unique opportunity to transform its economy by maximizing its standing as a global hub for trade, logistics, and export-oriented manufacturing activities.

Florida faces three major opportunities to take advantage of this trade flow. The state can:

- ▶ Maximize its ability to serve Florida businesses and consumers, primarily through attracting Asian container imports directly to Florida seaports.
- ▶ Grow the value of Florida-origin exports, and leverage more efficient logistics patterns to attract advanced manufacturing and other export-related industries to the state.
- ▶ Emerge as a global hub for trade and investment, leveraging its location on north-south and east-west trade lanes to become the Singapore of the Western Hemisphere.

To fully capitalize on these opportunities, Florida has to elevate its leadership in international trade and economic growth to a higher competitive level. One way is by supporting the passage of the pending free trade agreements with Colombia, Panama and Korea.

I encourage you to share your international ties and best practices with the business leaders you meet during *International Days*. In turn, these new connections and ideas can benefit your global trade initiatives and help you expand your business.

I look forward to working with the business community to double Florida-origin exports and advance Florida's leadership position in international trade to new heights.

Sincerely,

A handwritten signature in blue ink, appearing to read "Rick Scott".

Rick Scott
Governor



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2011 ITINERARY

TUESDAY • MARCH 29, 2011 *FSU Conference Center*

- 11:30 a.m. - 1:00 p.m. **Florida International Trade Partnership (MEMBERS ONLY)**
- 1:00 p.m. - 5:00 p.m. **Individual Legislative Visits**
Personal meeting times for individuals and organizations
- 2:00 p.m. - 4:30 p.m. **Florida Chamber International Business Committee (MEMBERS ONLY)**
- 6:00 p.m. - 7:00 p.m. **Reception (ALL ATTENDEES)** - Governor's Mansion

WEDNESDAY • MARCH 30, 2011 *FSU Conference Center*

- 7:30 a.m. - 8:15 a.m. **Breakfast**
- 8:15 a.m. - 8:30 a.m. **Welcome**
▶ **Allan Bense**, Chair, Florida Chamber of Commerce (Invited)
- 8:30 a.m. - 8:45 a.m. **Governor Rick Scott**
- 8:45 a.m. - 9:15 a.m. **Ambassador Han**, Republic of Korea
- 9:15 a.m. - 9:45 a.m. **Senate President Mike Haridopolos**
- 9:45 a.m. - 10:45 a.m. **Florida's International Toolbox**
Moderator:
Jerry Cartwright, State Director, Florida Small Business Development
Panelists:
▶ **Adam Putnam**, Commissioner of Agriculture
▶ **Chris Thompson**, President/CEO Visit Florida
▶ **Manny Mencia**, SVP, International Business Development, Enterprise Florida
- 10:45 a.m. - 11:15 a.m. **Florida Legislature: International Issues**
▶ **Speaker of the House Dean Cannon**
- 11:15 a.m. - 12:00 noon **Trade Issues in 2011: Negotiation, Legislation and Regulation**
▶ **Lee Sandler**, Founding Member, Sandler, Travis & Rosenberg



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12:15 - 1:15 p.m.

Luncheon

Speakers:

- **Ambassador of the Republic of Colombia, Gabriel Silva** (Invited)
- **Ambassador of the Republic of Panama Mario E. Jaramillo** (Invited)

1:30 p.m. - 2:45 p.m.

Breakout Sessions

▶ **Florida Trade and Logistics Study: What Does It Mean?**

Moderator:

Bill Johnson, Port Director, Port of Miami

Panelists:

- **Dr. Carrie Blanchard**, Director, Research & Public Policy, Florida Chamber of Commerce
- **Chris Hart, IV**, President & CEO, Workforce Florida, Inc.
- **Jim Poole**, Executive Director, Columbia County IDA
- **Rep. Lake Ray**, Vice Chair, House Committee on Economic Development & Tourism
- **Al Stimac**, President, Metal Essence Inc.

▶ **Export Diversification: Focus on Services**

Moderator:

Kathy Baughman-McLeod, Director of Public Strategy, Bryant, Miller & Olive

Panelists:

- **Steve Halverson**, President, The Haskell Company
- **Geoff Sauer**, Director of Business Development, International Sales Group of Reed Exhibitions
- **Mike Stein**, Corporate Vice President International Division, Baptist Health South Florida
- **Mark Tabor**, Director of Marketing, UPS
- **Dr. John Watret**, Executive Vice President, Worldwide Campus, Embry-Riddle Worldwide

3:00 p.m. - 4:00 p.m.

Town Hall Session

Moderator:

Todd Kocourek, President & CEO, Florida First Financial Corp.

4:00 p.m.

Adjourn



Florida International Business Highlights

Despite the global recession and its impact on Florida's economy, international trade proved to be one of Florida's strongest sectors in 2010. International business (trade plus foreign direct investment) sustain about 1.3 million jobs in the state, or nearly one in five.

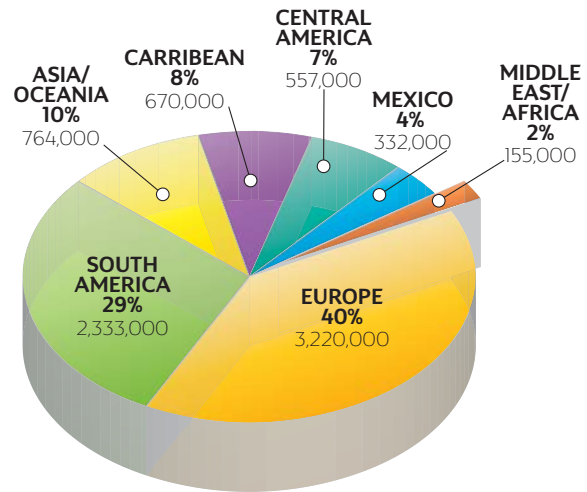
- ▶ More than 55,000 Florida companies export, accounting for 19% of all U.S. exporters. This is the second largest number of exporters in the U.S. after California.
- ▶ More than 95% of Florida exporters are small- and medium-sized enterprises (SMEs) with 500 or fewer employees.
- ▶ According to the National Association of Manufacturers, Florida was number three in export-intensity in 2007, meaning the state had the third-highest level of exports as a share of total manufactured goods in the U.S.
- ▶ Florida-origin exports reached \$55.2 billion in 2010 – a 17.8% increase from 2009 levels – surpassing the previous high in 2008.
- ▶ Growth in 2010 helped Florida become the fourth-largest export state in the U.S. – after Texas, California, and New York – surpassing Washington state by nearly two billion dollars.
- ▶ Florida was the third largest exporter of high-tech goods in the U.S. (after California and Texas) reaching more than \$15.1 billion in 2010. This was a gain of 12.7% over 2009 and an all-time high, exceeding 2008 levels.
- ▶ Over the five-year period from 2005 to 2010, the value of Florida's high-tech exports increased by 40%, while the U.S. growth rate was only 10% over the same time period.
- ▶ In 2010, Florida's services exports reached \$29.9 billion and supported 418,000 jobs in the state.
- ▶ Total value of holdings by all majority foreign-owned companies in Florida was \$33.6 billion in 2007 (latest data available), ranking Florida first in the Southeast and ninth in the nation.
- ▶ Florida ranks sixth in the nation in terms of foreign direct investment (FDI) employment, and first in the Southeastern U.S., with a total of 245,800 jobs supported by majority foreign-owned companies.
- ▶ Majority foreign-owned companies from the European Union account for 66% of all FDI employment in Florida. Companies from Asia/Pacific countries account for another 12% of employment while Canada and Latin America/Caribbean each represent another 10%.



Top Origin Countries of Overseas Visitation to Florida

Calendar Year 2010

	TOTAL	% CHANGE
1 United Kingdom	1,297,000	5%
2 Brazil	1,065,000	49%
3 Mexico	332,000	21%
4 Germany	306,000	9%
5 Colombia	271,000	36%
6 Venezuela	269,000	-33%
7 Argentina	269,000	42%
8 France	249,000	10%
9 Spain	248,000	14%
10 Japan	222,000	37%
11 Australia	179,000	38%
12 Bahamas	174,000	-1%
13 Italy	173,000	1%
14 Peru	163,000	18%
15 Ecuador	136,000	18%
16 Panama	135,000	10%
17 Costa Rica	127,000	6%
18 Norway	124,000	12%
19 Dominican Republic	123,000	9%
20 China & Hong Kong	121,000	59%
TOTAL OVERSEAS	8,032,000	15%



Note: Figures may not sum to the total due to rounding (figures rounded to the nearest thousand).

Note: Countries shown are ones that meet a minimum threshold for every quarter.

Source: VISIT FLORIDA estimates are based on and extrapolated from aggregate card usage data provided by VisaVue[®] Travel for the 2010 period and incorporates data from other independent research sources.

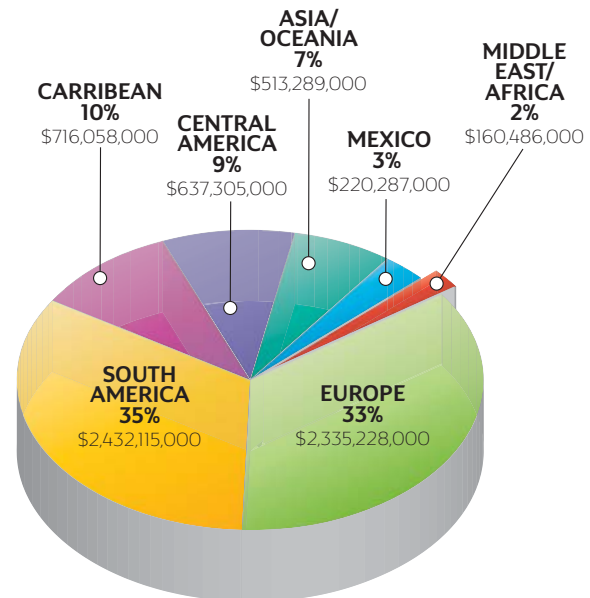
THE STATE'S OFFICIAL SOURCE FOR TRAVEL PLANNING



Top Spending Levels of Overseas Countries While Visiting Florida

Calendar Year 2010

	TOTAL	% CHANGE
1 Brazil	\$ 1,398,670,000	78%
2 United Kingdom	\$ 781,147,000	-1%
3 Venezuela	\$ 244,011,000	-30%
4 Mexico	\$ 220,287,000	26%
5 Germany	\$ 212,531,000	1%
6 Colombia	\$ 198,892,000	44%
7 France	\$ 176,747,000	4%
8 Panama	\$ 167,804,000	14%
9 Argentina	\$ 167,336,000	48%
10 Switzerland	\$ 164,951,000	16%
11 Peru	\$ 153,758,000	28%
12 Dominican Republic	\$ 149,277,000	12%
13 Spain	\$ 146,830,000	0%
14 Australia	\$ 145,040,000	53%
15 Bahamas	\$ 144,883,000	-2%
16 Ecuador	\$ 141,174,000	24%
17 Honduras	\$ 140,417,000	9%
18 Costa Rica	\$ 127,851,000	9%
19 Italy	\$ 117,965,000	-3%
20 Guatemala	\$ 115,035,000	5%
TOTAL OVERSEAS	\$ 7,014,767,914	19%



Note: Figures may not sum to the total due to rounding (figures rounded to the nearest thousand).

Note: Countries shown are ones that meet a minimum threshold for every quarter.

Source: VISIT FLORIDA estimates are based on and extrapolated from aggregate card usage data provided by VisaVue® Travel for the 2010 period and incorporates data from other independent research sources.



The Florida Department of
Agriculture and Consumer Services

2010 International Highlights

Florida's agricultural exports in 2010 exceeded \$3.1 billion, an increase of eight percent from last year.

- ▶ 105,000 jobs
- ▶ \$420 million in tax revenue
- ▶ \$7.4 billion total economic input

Florida is home to 14 Deepwater Seaports and more than a dozen International Airports, each playing a critical role in agricultural trade.

- ▶ A viable component of the Southern United State's ability to trade agriculture across the globe.

Florida agricultural exports reach more than 120 countries around the world.

- ▶ Canada was the number one importer of Florida Fruits and Vegetables in 2010.

Florida's Top Five Exports in 2010 were Fruits, Vegetables, Meat, Fish and Juices totaling more than \$1.65 billion.

- ▶ Edible Fruits were the top export, accounting for more than \$419 million in sales.

Allan Bense

CHAIR, FLORIDA CHAMBER OF COMMERCE
PARTNER, GAC CONTRACTORS

Allan G. Bense was elected Speaker of the Florida House of Representatives on November 16, 2004 by a unanimous vote. He was elected to the House of Representatives in 1998, becoming the first Republican elected to serve House District 6, which includes portions of Bay County, all of Gulf County, and the city of Apalachicola in Franklin County.

Currently, Speaker Bense is a partner with GAC Contractors. He serves on the Board of Directors for the Florida Chamber of Commerce, Florida Council of 100 and Enterprise Florida. In addition, Speaker Bense serves as chair of Florida's Taxation and Budget Reform and Florida Chamber's Political Council Commission.

He is a lifelong resident of Bay County and is a partner in several companies with interests in construction, road building and golf course development. Speaker Bense graduated from Florida State University where he earned a bachelor's degree and master's degree in Business (MBA).

Carrie Blanchard

DIRECTOR OF RESEARCH AND PUBLIC POLICY, FLORIDA CHAMBER FOUNDATION

As the Florida Chamber Foundation's director of Research and Public Policy, Carrie provides data-driven analysis on trends and issues impacting Florida's economy and performs policy research surrounding the Six Pillars framework.

Prior to joining the Foundation team, Carrie served in the Mayor's Office for the City of Tallahassee managing local, state and federal policy issues and appropriations. She has also served as a research analyst for the Florida Public Affairs Center and as an AmeriCorps VISTA coordinating outreach and enrollment for the New Hampshire Healthy Kids program in rural New Hampshire. Her educational background includes a Ph.D. in Public Administration and Policy from Florida State University, a master's degree in Public Administration from the University of Miami, and a bachelor's degree in Business Administration from the University of Miami. Carrie has taught several courses at Florida State University on subjects such as Local Government and Public Administration and Policy. Her research interests include economic development and exploring the relationship between the public and private sectors. Carrie currently serves as the president of Friends of the LeRoy Collins Leon County Library and is a native of Florida's Gulf Coast.

Speaker Dean Cannon

FLORIDA HOUSE OF REPRESENTATIVES

The people of District 35 in Orange County first elected Representative Cannon to the Florida House of Representatives in 2004. He was honored to have been chosen to serve in Tallahassee during his first run for elected office, and he has been re-elected subsequently. While serving in the Florida House, Representative Cannon has been a champion for commonsense legislation that limits the size and scope of government, empowers the individual, and promotes the family. On November 16, 2010, Representative Cannon was sworn in as Speaker of the Florida House of Representatives. He will serve in that capacity until the end of his term in 2012.

Representative Cannon began practicing law in Orlando in 1993 and continues to do so today as a sole practitioner with Dean Cannon, P.A. He has served as a member of several committees of the Orange County Bar Association, the Florida Bar, and as co-editor of a publication of the American Bar Association.

Representative Cannon is very active in the community and serves as the honorary chairman of the Board for the Life for Kids Adoption Agency. He has also served as the general counsel for the Orange County Charter Review Commission, a trustee of the Orlando Science Center and chairman of the Orlando Regional Chamber of Commerce Tallahassee Community "Fly-In."

Jerry Cartwright

STATE DIRECTOR, UNIVERSITY OF WEST FLORIDA SMALL BUSINESS DEVELOPMENT CENTER

Jerry Cartwright has served the Small Business Development Center (SBDC) and national Association of SBDCs for 22 years as the state director for the University of West Florida FSBDC Network for 15 years, serving in the same capacity in the Minnesota SBDC program for seven years at the University of St. Thomas. He holds both a Bachelor and Master of Arts in Education from the University of Northern Colorado.

He has been recognized as an innovator in developing new programs such as the Japan Trade Expansion Center Program and international SBDC affiliates in Mexico and Curacao, and envisioned and guided the development of the Florida Professional Development and Counselor Certification Program that has been replicated in some fashion by 36 State SBDC programs and two foreign small business assistance organizations. He has served the national program first as its treasurer in 1987-88 and on most of its committees, including serving two consecutive years as the chairman of its Board of Directors from 2008-10. He is the single point of contact for the management and operation of the Florida program. Jerry currently serves on numerous economic development organizations committees to include the Florida Chamber's Small Business Council and its International Business Committee.

Anthony J. Connelly

CHAIR-ELECT, FLORIDA CHAMBER OF COMMERCE

SENIOR VICE PRESIDENT & CHIEF FINANCIAL OFFICER, WALT DISNEY PARKS AND RESORTS, U.S.

Anthony Connelly currently serves as senior vice president and chief financial officer, Domestic Parks and Segment Operation Planning and Control for Walt Disney Parks and Resorts. Anthony is based in Lake Buena Vista, Fla.

In his role, Anthony is responsible for the financial planning and fiscal management of the Walt Disney World® Resort and Disneyland® Resort and is also responsible for the controllership functions of all Walt Disney Parks and Resorts.

Anthony joined Disney in 1989 and has advanced through various key leadership positions throughout the Walt Disney Parks and Resorts Finance organization, becoming senior vice president in 2005. He was appointed senior vice president and chief financial officer Domestic Parks in 2006, and assumed his current role in May 2007. Prior to joining Disney, Anthony was an auditor for Ernst & Young in Orlando.

A graduate of the University of Central Florida, Anthony received his Bachelor of Science in Business Administration in 1988. He went on to earn his Master of Business Administration from The Wharton School of the University of Pennsylvania in 2000. Anthony is also a Certified Public Accountant in the State of Florida.

His Excellency Han Duk-soo

AMBASSADOR, THE REPUBLIC OF KOREA (SOUTH KOREA)

Han Duk-soo was appointed ambassador of the Republic of Korea (South Korea) on March 20, 2009. Ambassador Han previously served as prime minister (2007-09) and deputy prime minister (2005-07), during which time he was also minister of the Ministry of Finance and Economy. He was also senior secretary (2001-05) and secretary (1993-94) to the president for economic affairs, ambassador of the Korean Permanent Delegation to the Organization of Economic Cooperation and Development (2001), minister for trade at the Ministry of Foreign Affairs and Trade (1998-2001), vice minister of the Ministry of Trade, Industry and Energy (1997-98), and commissioner of the Korean Industrial Property Office (1996-97).

In addition, Ambassador Han served in various positions in the Ministry of Trade, Industry and Energy (MOTIE) and Ministry of Trade and Industry (MTI), including: assistant minister for international trade (MOTIE; 1994-96), assistant minister for planning and management (MOTIE; 1994), director-general of the Electronics and Information Industry Bureau (MTI; 1992-93), director-general of the Industrial Policy Bureau (MTI; 1990-92), director-general of the Small and Medium Enterprise Bureau (MTI; 1989-90), director of the Bureau of Machinery Industry (MTI; 1987-89), and director of the Bureau of Industry Policy (MTI; 1985-87).

Ambassador Han graduated from the Department of Economics at Seoul National University and holds a master's degree and a doctorate in Economics from Harvard University.

Steve Halverson

PRESIDENT & CEO, THE HASKELL COMPANY

Steve Halverson is president and chief executive officer of The Haskell Company, one of the nation's largest integrated design-build organizations, with operations throughout the United States and Latin America and headquarters in Jacksonville, Florida. During his ten-year tenure as CEO, Haskell expanded its operations internationally throughout Latin America and more recently into Asia; and its stock value increased 498%.

Steve received his Bachelor of Arts from St. John's University, his Juris Doctorate degree from American University in Washington, D.C. and has completed executive business courses at Dartmouth University and Wharton. He is co-author of two books, as well as numerous articles in professional publications.

Steve is active in professional and civic organizations. He is past chairman of the Design Build Institute of America and the National Center for Construction Education and Research and is a director of the Construction Industry Roundtable. He is also a corporate director of CSX Corporation (NYSE:CSX), PSS World Medical, Inc. (NASDAQ:PSSI) and ACIG Insurance Company, a private A-VIII rated insurance carrier.

In terms of civic activities, Steve serves as chairman of the Florida Chamber of Commerce, vice chairman of the Florida Council of 100 and is a trustee for St. John's University. He also is a life trustee of the Council for Educational Change in Miami, past chairman of the Jacksonville Symphony Orchestra, past vice chairman of Regis University and the University of North Florida and was 2002 campaign chair for the United Way of Northeast Florida. Steve is a 2007 recipient of the Prime Osborn Distinguished Business Leader Award and was elected by the Florida Council on Economic Education to the First Coast Business Hall of Fame.

Mike Haridopolos

FLORIDA SENATE PRESIDENT

Sen. Haridopolos, a history professor and current Senate President, has stood up for Floridians against more government, higher taxes, and unrestrained spending in Tallahassee. He is a co-founder of the Freedom Caucus that led the fight against tax increases in the Florida House and is currently working on legislation to ensure that government spending never grows faster than a family's ability to pay for it. As Haridopolos leads the Florida Senate into the 2011 legislative session, Florida faces a \$3.62 billion budget shortfall. He has pledged to simply spend less and not to ask for additional sacrifices from Florida's families and businesses.

Additionally, he is the sponsor of the 2011 Florida Health Care Freedom Act to protect Floridians against Washington, DC health care mandates. Throughout his legislative career he has also championed issues related to the space program and NASA, instituting transparency and accountability in state government, and identifying ways to correct and prevent the wrongful incarceration of Floridians.

A graduate of Stetson University in 1992 with a Bachelor of Arts in History, in 1993, he earned a master's degree in History at the University of Arkansas. He has been teaching at the college level since 1993.

Sen. Haridopolos represents District 26 in the Florida Senate, which includes parts of Brevard, Indian River, Osceola, and St. Lucie Counties.

Chris Hart

PRESIDENT/CEO, WORKFORCE FLORIDA, INC.

Chris Hart is President/CEO of Workforce Florida, Inc., the nonprofit, public-private organization charged with policy-setting and oversight of Florida's workforce system. He also is interim director of the Governor's Office of Tourism, Trade and Economic Development (OTTED), charged to formulate policies and strategies designed to provide economic opportunities for all Floridians.

Chris is the second president to lead Workforce Florida, which was created by the Florida Legislature in 2000 through the Workforce Innovation Act. In his dual role, Chris is at the center of efforts to align resources to meet the current and future needs of Florida's businesses and workforce by promoting job creation, talent development, economic growth and diversity, and business competitiveness.

Workforce Florida's overarching strategic priority is to support economic development in the state that leads to higher-skilled, better-paying jobs that improve Floridians' quality of life and strengthen the state economy. Aligning workforce development with economic development is work Chris is familiar with. A two-term member of the Florida House of Representatives, he sponsored the legislation that created Workforce Florida and the Agency for Workforce Innovation, the state agency charged with implementing workforce policy and administrative oversight of the 24 Regional Workforce Boards and state workforce programs. He also served on Workforce Florida's first Board of Directors.

Prior to becoming Workforce Florida's leader, Chris was the senior vice president of External Affairs & Investor Relations for Enterprise Florida, Inc., the public-private partnership responsible for leading Florida's statewide economic development and business recruitment efforts.

Chris has served on numerous boards including the Florida Technology, Research & Scholarship Board; the Small Business Development Council Advisory Board; the Digital Divide Council; and the Florida Research Consortium, a group which he co-founded. Currently he serves on the boards of the Institute for Human & Machine Cognition, the Florida Research Consortium, and ITFlorida. He is also a member of the University of South Florida's College of Business Executive Advisory Board. He earned his Master of Business Administration from the University of South Florida and holds a Bachelor of Science from Florida State University where he majored in Political Science.

David A. Hart

EXECUTIVE VICE PRESIDENT FLORIDA CHAMBER OF COMMERCE

David was born in Tampa and raised in Winter Haven, Florida. He graduated from Emory University in Atlanta, Georgia, with a Bachelor of Arts in Economics and Political Science. He spent five years in Washington, D.C. serving first as a legislative officer at the United States Department of Transportation

and later as the deputy director of Legislative Affairs at the United States Peace Corps.

In 1993, David returned to Florida and earned a master's degree in International Affairs at Florida State University. Upon graduation, he accepted a position as the director of Governmental and Public Affairs with Summit Consulting, Inc. in Polk County. From 1996 to 1997 David served in the legislative office of then Commissioner of Education, Frank Brogan. He left that post to become the political director for Jeb Bush's successful 1998 campaign for Governor. David served on Governor Bush's Transition Team and as the director of Legislative Affairs at the Florida Department of Veterans' Affairs.

After spending six years as the vice president of Government Relations at WCI Communities, David accepted the role of vice president of Legislative and Governmental Affairs for the Florida Home Builders Association in 2007.

As of July 1, 2010, David has joined the Florida Chamber of Commerce in the newly created position of executive vice president to manage the Chamber's extensive legislative and political operations.

David has served on the Board of Directors for the Florida Chamber of Commerce, Florida TaxWatch, the Bonita Springs Affordable Housing Development Corporation, the Southwest Florida Transportation Initiative and the Edison-Ford Winter Estates Foundation. He also served as vice chairman of the Collier Economic Development Council and finance chairman for the Lee County Republican Party.

He is a graduate of Leadership Florida and is also a gubernatorial appointee on the Board of Directors for the Florida Fellows program.

Bill Johnson

PORT DIRECTOR, PORT OF MIAMI

As director of the Port of Miami, Bill Johnson oversees the top container port in the state of Florida and the 11th largest in the nation. Under his stewardship, the Port of Miami has maintained its leadership position as the busiest cruise port in the world with more than 4.33 million passengers transiting its terminals last year.

Appointed port director in 2006, Johnson has presided over a period of significant change and investment in port operations and facilities. In concert with the state and federal governments, the Port of Miami has embarked on the largest capital improvement program in its history including: construction, now underway, on a tunnel linking the Port of Miami to Florida's Interstate; the re-introduction of freight rail service linking the Port to the Hialeah Rail Yard and the national rail system; and completion of preliminary design and engineering to deepen the Port's waters to minus 50 feet to accommodate the world's largest vessels. In addition, the Port of Miami is now recognized as one of Florida's, and the nation's, leading ports in safety and security, receiving top honors in 2010 by the American Association of Port Authorities for its Waterside Surveillance System.

Bill has more than 30 years of experience in Miami-Dade County government as an accomplished administrator and project manager, including serving as an assistant county manager for nine years, as well as overseeing several complex projects such as the Adrienne Arsht Center for the Performing Arts of Miami-Dade County and the American Airlines Arena.

Bill holds leadership positions in various organizations including the World Trade Center Miami, the Florida Ports Council, the Florida Chamber of Commerce, the International Association of Ports and Harbors, The Beacon Council, the Greater Miami Convention and Visitors Bureau, and the Greater Miami Chamber of Commerce.

Bill is a native of Akron, Ohio and holds a master's degree in Public Administration from the University of Tennessee.

Todd G. Kocourek

PRESIDENT & CEO, FLORIDA FIRST CAPITAL FINANCE CORPORATION

Todd G. Kocourek is a practicing attorney in Florida, focusing his practice on international commercial law. He also serves as CEO of Florida First Capital Finance Corporation, the Small Business Administration (SBA) statewide Certified Development Corporation for the State of Florida, and is of counsel to Sandler, Travis & Rosenberg, P.A. in Miami, Customs and International Trade Law counselors. He served as committee counsel to the Commerce Committee of the Florida House of Representatives, where he oversaw commercial legislative projects including the revision of Florida's domestic and international banking codes, and the revision of Florida's Limited Liability Company statute.

He also served in the Office of the Governor as general counsel for the Florida International Affairs Commission, which set international policy for the state of Florida. Todd is a past chair of the International Law Section of the Florida Bar, and of the Florida International Volunteer Corps (FAVACA), and serves as vice chairman of the Florida Export Finance Corporation.

Kathy Baughman McLeod

DIRECTOR, PUBLIC POLICY GROUP BRYANT MILLER OLIVE P.A.

Kathy Baughman McLeod is the head of the Public Policy Group at Bryant Miller Olive, a Florida-based law firm with seven offices throughout the southeast. The Public Policy Group engages on a global level for clients in the areas of project feasibility and finance, renewable energy and energy efficiency.

In December 2010, Kathy led the Florida Clean Energy Delegation to Cancun's Green Solutions Trade Show as members of the U.S. Commercial Delegation. She also chaired the "Green Jobs for Florida Delegation to Copenhagen" in December 2009, which included a group of 25 Florida-based CEOs and

elected leaders focused on Florida job creation in the renewable energy industry.

In 2010, she also participated in a World Bio-Energy conference, in which BMO presented to an international audience in Sweden regarding the status of Florida's biomass industries. Kathy continued her work with international energy initiatives by participating in a US Delegation to the United Kingdom in October 2010 with a focus on wind and ocean energy technology in the UK and on building an exchange of technology and best practices between Florida and the United Kingdom.

Prior to joining Bryant Miller Olive, Kathy served as the deputy chief of staff to then Florida Chief Financial Officer Alex Sink. In that role she directed Florida's participation at the UN Foundation Investors' Summit on Climate Risk in spring 2008, orchestrated a clean energy, insurance and financial services tour of United Kingdom in November 2007 and three workshops titled "Conversations on Climate Change" with the Governor and Florida Cabinet, and a CEO Roundtable on Clean Energy and Florida Business.

Kathy holds a Bachelor of Science in International Affairs and an Master of Science in Geography from Florida State University. She is a twice-appointed member of the Florida Energy & Climate Commission, a trustee of the Collins Center for Public Policy and was named a "Must Know Floridian" in *Florida Trend's* January 2011 issue.

Manuel A. Mencia

SENIOR VICE PRESIDENT, INTERNATIONAL TRADE AND BUSINESS DEVELOPMENT,
ENTERPRISE FLORIDA, INC.

Manuel (Manny) A. Mencia is senior vice president of the International Trade and Business Development unit of Enterprise Florida, Inc. Enterprise Florida, Inc. (EFI) is a not-for-profit government business partnership established to guide the development of Florida's economy.

The mission of EFI is to support business growth and assist companies in the creation of jobs by coordinating the state of Florida's economic development and international trade programs and by promoting Florida as a competitive global business center.

The International Trade and Business Development unit is headquartered in Miami and maintains offices in six Florida cities, as well as 14 countries around the world.

In 2000, *Export Magazine* and the Council for Urban Economic Development (CUED) conferred their Gold Award to EFI's Division of International Trade, as the best statewide export development organization in the country. In 2001, EFI received the prestigious Presidential E-Award for Export Development in its first year of eligibility. In 2009, EFI's ITBD unit received the President's E Star Award for Export Promotion Excellence, our nation's highest trade development honor.

Manny joined Enterprise Florida in 1996. Prior to that, he served as vice president of World Marketing at The Beacon Council between 1992 and 1996.

He has acquired extensive international trade expertise, having served in various executive positions at the Florida Department of Commerce between 1977 and 1991.

He currently serves as president of State International Development Organizations (SIDO), the national organization of state trade development agencies. He also serves on the board of the Florida Export Finance Corporation, World Trade Center-Miami, Florida Trade Partners Alliance, and the Florida District Export Council.

In 1990, the U.S. Hispanic Chamber of Commerce selected Manny as Government Hispanic Business Advocate of the Year. In 2003, the International Business Council of South Florida named him International Businessman of the Year.

Manny obtained a Bachelor of Science from Florida International University in Education and a Bachelor of Arts from St. Thomas University in Political Science.

Jim Poole

EXECUTIVE DIRECTOR, COLUMBIA COUNTY ECONOMIC DEVELOPMENT DEPARTMENT, LAKE CITY, FLORIDA

Jim Poole currently serves as the executive director of Columbia County's Economic Development Department and Industrial Development Authority. Poole has served in this capacity since 1993 and concurrently held the title of executive director of the Lake City-Columbia County Chamber of Commerce for 17 years. Prior to entering public service, Poole had a 21 year career in the private sector.

Jim is active in the 14 county North Florida Economic Development Partnership covering Florida's third Rural Area of Critical Economic Concern. The Columbia County Economic Development Department is working with the partnership, JAXPORT, Plum Creek and others to develop an Inland Port in Columbia County that will also serve as a catalyst site for the region.

Jim is a member of the Florida Chamber Foundation's Innovation and Economic Development Caucus. He is the present chair of Enterprise Florida's Rural/Urban Working Group. Jim also serves as chair of Haven Hospice's board of directors. Haven Hospice is the largest rural area hospice in the U.S.

Jim is also a veteran, having served in the United States Air Force.

Adam Putnam

FLORIDA COMMISSIONER OF AGRICULTURE

On November 2, 2010, Adam H. Putnam was elected as Florida's 11th Commissioner of Agriculture and Consumer Services. Securing 56 percent of the vote, Putnam easily won his bid to serve as a member of Florida's Cabinet.

Adam is a fifth generation cattle rancher and citrus grower from Polk County and will utilize his agricultural roots in fulfilling his new role as Commissioner. Prior to his current election, Adam Putnam was a strong, conservative voice in both the Florida House of Representatives and the U.S. Congress. Elected to the state House at the age of 22, Adam quickly became the chairman of the House Agriculture Committee, where he led on the many issues facing Florida's dynamic agriculture industry including property rights, water and the Everglades.

During Adam's tenure in Congress, he served as a member of the House Committee on Government Reform, serving as a subcommittee chairman, Rules Committee, Agriculture Committee and the Financial Services Committee. Additionally, he was elected by his colleagues to the Chairmanship of the House Republican Conference; the highest elected leadership position any Floridian of either party has ever held.

Throughout his Congressional career, Adam has been recognized as a leader on a variety of issues, most notably agriculture, food safety, childhood nutrition, energy and government efficiency.

Leaders from both sides of the political aisle have applauded Adam's leadership on reforming our food safety laws. In addition to introducing one of the first major bi-partisan food safety reform bills, Adam's legislation was included within the comprehensive food safety legislation passed by Congress.

Adam has also been an outspoken proponent of reforming our government to ensure additional oversight and transparency. Most recently, he drafted legislation that would reform the "earmark" process in Congress – reforms that have now been instituted.

Adam is a fifth generation Floridian and he continues to farm with his family in Polk County. He is a graduate of the University of Florida with a Bachelor of Science degree in Food and Resource Economics.

Lake Ray

FLORIDA HOUSE OF REPRESENTATIVES

Lake Ray was elected to the Florida House of Representatives District 17 in November 2008 and re-elected in 2010.

Lake is an eighth generation Floridian and the third generation to be raised in House District 17. He was educated at Arlington Elementary, Ft. Caroline Junior High and Terry Parker High School. He earned an associate's degree from St. Johns River Jr. College and holds a degree in engineering from the University of Florida. He is currently a professional engineer with Halcrow and has managed and designed hundreds of projects with some budgets in excess of \$20 million.

He is currently serving on the following committees:

- ▶ Economic Development & Tourism Subcommittee, Vice Chair
- ▶ Rulemaking & Regulation Subcommittee, Vice Chair

- ▶ Finance & Tax Committee
- ▶ Rules & Calendar Committee
- ▶ Transportation & Economic Development Appropriations Subcommittee

Ray is involved in the following civic organizations:

- ▶ The Exchange Club - Past President
- ▶ Northside Business Leaders Club
- ▶ Southside Businessman's Club
- ▶ Greater Arlington Civic Council
- ▶ Jacksonville Maritime Museum Society
- ▶ The Rotary Club of Arlington - Honorary Member

Lake and his wife Brenda have three sons. Two of their three children are Eagle Scouts, as is Lake.

Gilbert Lee Sandler

FOUNDING MEMBER, SANDLER, TRAVIS & ROSENBERG, P.A.

Lee Sandler is a founding member of Florida's first customs and trade law firm, Sandler, Travis & Rosenberg, P.A., and a principal of its affiliated consulting company, Sandler & Travis Trade Advisory Services. The firms, headquartered in Miami, Florida, have locations throughout the U.S. and in Canada, Mexico, Brazil, Hong Kong and Poland.

Lee's professional experience has been devoted to solving complex international trade and intellectual property matters in corporate board rooms, before federal and state administrative agencies, and through litigation, legislation or international negotiation. As a senior trial attorney in the Department of Justice, he represented the federal government on trade issues, and as a private practitioner he has represented businesses engaged in international trade, including importers, exporters, manufacturers, bonded warehousemen, foreign-trade zones, customs brokers, freight forwarders, carriers, financial institutions and surety companies.

He has in-depth experience with the broad spectrum of issues involving imports and exports, from traditional customs issues of tariff classification, valuation, penalties and seizures to the broader range of laws enforced at national borders, such as product and food safety, ethical sourcing, export controls, intellectual property and anti-terrorism and supply chain security requirements.

An advisor to the U.S. government on trade negotiations and customs issues for more than 30 years, Lee is a recognized leader in activities involving international trade development and facilitation at the local, state and national levels. He currently serves on the Board of the Florida Chamber and chairs its International Business Committee. He held similar positions for more than a decade at the Greater Miami Chamber of Commerce, and currently chairs its Government Affairs Group. He has also chaired

the World Trade Center Miami, the Beacon Council International Advisory Committee, the Florida Bar International Law Section and the Florida International Trade and Investment Council. In addition, he is currently General Counsel to the Florida Customs Brokers and Forwarders Association.

A native Floridian, Lee is an honors graduate of Dartmouth College and received his Juris Doctor from New York University School of Law.

Geoff Sauer

DIRECTOR OF BUSINESS DEVELOPMENT, INTERNATIONAL SALES GROUP OF REED EXHIBITIONS

Geoff is the director of Business Development for the International Sales Group of Reed Exhibitions. The International Sales Group (ISG), a division of Reed Exhibitions, assists U.S. small and mid-sized companies in building their export business via international trade shows.

Geoff received his Bachelor of Science from Sacred Heart University in Fairfield, Conn., and has been with Reed Exhibitions ISG since 2004. Geoff started his career at Reed Exhibitions ISG as a sales executive working on the global manufacturing events.

He quickly took an interest to business development and started working with partners to develop a medical device show in China. Forging key relationships with U.S.-based businesses such as AdvaMed, MassMEDIC, and Scherago International, the China Medical Equipment Fair has become the largest medical equipment show in China where U.S. manufacturers showcase their products and build their international business.

Reed Exhibitions International Sales Group continually builds new relationships with state groups, government officials, trade associations and organizations to develop opportunities for thousands of companies throughout North America. Key industry sectors include: Aerospace & Aviation, Broadcasting, Building & Construction, Electronics, Energy, Oil & Gas, Engineering, Manufacturing, Environment, Food Service & Hospitality, Gifts, Healthcare, Interior Design, IT & Telecoms, Jewellery, Life Science & Pharmaceuticals, Machinery, Medical Education, Printing & Graphics, Property & Real Estate, Security & Safety, Sports & Recreation, and Travel.

Rick Scott

GOVERNOR, STATE OF FLORIDA

Born in Bloomington, Illinois and raised in Kansas City, Missouri, Governor Scott is the son of a truck driver and JC Penney clerk. He is known as an innovator in business, health care, and politics, and has developed a reputation in the health care industry for providing affordable, high-quality services through a patient-centric approach to cost and care.

Considered one of America's foremost entrepreneurs, Governor Scott is the founder of two health care providers - Columbia Hospital Corporation and Solantic Corporation, which built and operated health care facilities throughout Florida. He also started Conservatives for Patients' Rights, an organization founded to defend free market principles in health care that focused on defeating President Obama's government-run public option plan.

Since taking office in January, Governor Scott has already demonstrated his commitment to creating jobs, turning the state's economy around and making Florida the most business friendly state in the nation.

Throughout his career, Governor Scott has been involved in a variety of charitable activities including serving on the National Board of the United Way from 1997 to 2003. From 1999 to 2003, he worked with World Vision to create a primary health care system in Bunyala, a poor area of Kenya.

Michael A. Stein

CORPORATE VICE PRESIDENT, INTERNATIONAL DIVISION FOR BAPTIST HEALTH SOUTH FLORIDA

Michael A. Stein is the corporate vice president of the International Division for Baptist Health South Florida.

Michael directs Baptist Health's international services program, which is one of the largest in the country. Some 15,000 patients, primarily from Latin America and the Caribbean, come to Baptist Health facilities annually for treatment.

Michael has a long and distinguished career in international business. Prior to his work with Baptist Health, he was a senior client partner with Korn/Ferry International, and vice president for the Latin America division of Hilton International PLC. Mr. Stein previously worked for more than 25 years with two CPA firms, Laventhol & Horwath and Andersen, where he was a consulting partner specializing in industry and commerce in Latin America and the Caribbean.

Michael is a co-founder and chair of the Latin America CEO Network, which is comprised of 25 leaders of multinational companies doing business in Latin America and the Caribbean. He holds degrees in hotel administration from Cornell University and in biochemistry from the University of Southern Mississippi. He is fluent in English and Spanish, and conversant in Portuguese.

Baptist Health South Florida is the largest faith-based, not-for-profit healthcare organization in the region. It includes Baptist Hospital, Baptist Children's Hospital, Baptist Cardiac & Vascular Institute, South Miami Hospital, Doctors Hospital, Homestead Hospital, Mariners Hospital and Baptist Outpatient Services. Baptist Health Foundation, the organization's fundraising arm, supports services at all hospitals and facilities affiliated with Baptist Health.

Al Stimac

PRESIDENT & CEO, METAL ESSENCE, INC. AND MACHINING SOLUTIONS, LLC.
PRESIDENT, MANUFACTURE OF FLORIDA (MAF)

A self-made industrial leader, Al Stimac is the personification both of entrepreneurial spirit and of the American Dream, and his professional career has been accompanied by an outstanding record of service in civic and charitable efforts, as well as with professional boards and associations.

Al moved with his family to Rochester, New York, in 1970, and at the age of 16 began an apprenticeship in precision sheet-metalworking with the Stromberg-Carlson division of General Dynamics. He would remain associated with that company and its successors for some 25 years, advancing through a series of increasingly demanding management positions.

In the early 1980's, the company underwent a series of mergers and acquisitions, and Al was named director of Manufacturing for Plessey Telecommunications, a U.K. high-tech company that had acquired the Lake Mary, Florida facility. In 1986, Al was concerned about the need for Florida manufacturers having to acquire precision machining capacity from out of state, he left Com-Tel in 1995 to concentrate on growing his own business - Metal Essence, Inc. - which rapidly expanded to a workforce of more than 80. Al then purchased land and a building in Sanford on Central Park Place at 35,000-square feet, which more than tripled the capacity of Metal Essence Inc.

The company specialized in production of high-volume, high-tech parts used in the automotive, aerospace and electronics industries. Metal Essence, Inc. was successful in leveraging technology to enable the company to be an effective competitor in the global marketplace. In 2006, Stimac decided to put his talent to other use and started a consulting business called Machining Solutions, LLC. He now travels to other machine shops and increases their productivity, training and machine tool issues while reducing overall costs by using a unique systematic engineering approach.

A long-time member of the Board of Directors of the United Way of Central Florida, Al chaired the annual campaign in 1986, raising what was then a record amount for the program. Al has been among the most ardent supporters and is a current board member of Workforce Florida, has served as president of the Board of the Manufacturing Association of Central Florida (MACF) and continues to serve as a board member. He also serves as the president for the Manufactures Association of Florida, and as a board member of the Orlando Regional Chamber of Commerce, the Florida Chamber of Commerce and the National Association of Manufacturers.

Mark Tabor

DIRECTOR OF MARKETING, UPS, FLORIDA DISTRICT

Mark Tabor is the director of Marketing for UPS of Florida. UPS has 20 such directors in the U.S. responsible for a defined geographic territory. The role of marketing director for UPS encompasses sales force acumen improvement relative to key defined industry segments. He is charged with formulating and guiding the execution of segment based initiatives designed to meet the changing needs of a truly dynamic customer base.

UPS Florida has more than 15,000 employees in the state from Key West to the Panhandle. UPS has major facilities in Jacksonville, Orlando, Tampa, Clearwater, Hialeah and Miami with close to 60 operating facilities statewide. UPS has been in business for 104 years and was founded in 1907 in Seattle, Washington.

UPS' Florida Marketing group works closely with the key issues of providing the most comprehensive suite of services and an unmatched portfolio of products to serve Florida-based businesses and consumers. UPS is a leader in the communities in which it serves in areas of charitable giving, volunteerism, as well as community and environmental sustainability.

Prior to becoming the Florida director of marketing, Mark was the director of Sales in New England and in Illinois. He has been with UPS for more than 22 years and has spent time in operations, sales and marketing, as well as new product development in Atlanta.

Mark has served on numerous boards, including the Vermont/New Hampshire Direct Marketing Group and the Decatur Humane Society Board. He earned his Master of Business Administration from the Tampa College and holds a Bachelor of Arts from University of South Florida, where he majored in Behavioral Sciences.

Christopher L. Thompson

VISIT FLORIDA PRESIDENT & CEO

Chris Thompson is president and chief executive officer for VISIT FLORIDA®. In this role, Chris leads the state's destination marketing organization in partnership with the VISIT FLORIDA Board of Directors, the Florida Commission on Tourism and the statewide tourism industry.

The Official Tourism Marketing Corporation for the State of Florida, VISIT FLORIDA was created by the Florida Legislature in 1996 as a public/private partnership with the Florida Commission on Tourism. VISIT FLORIDA's mission is to promote travel and drive visitation to and within Florida supporting its vision to establish Florida as the #1 travel destination in the world.

Chris has more than 30 years of professional experience including 27 years in tourism at the state and

local levels. His tourism career began with the Division of Tourism in the former Florida Department of Commerce in April 1983, and was appointed bureau chief over Domestic Tourism in April 1986. In November 1988 he was appointed the first executive director of the Leon County Tourist Development Council, adding the position of president and CEO of the Tallahassee Area Convention and Visitors Bureau in April 1991.

In August 1995, Chris founded MarketServe, Inc., a professional management, marketing and planning services company based in Tallahassee, Florida.

He joined VISIT FLORIDA in December 1997 as senior vice president Partner Development and was promoted to chief operating officer in May 2003. He was appointed president and chief executive officer in May 2009.

In 2009, Chris was named one of the “Top Twenty-Five Most Extraordinary Minds in Sales & Marketing” by the Hospitality Sales & Marketing Association International.

Chris has served on numerous national, regional, state and local trade associations and organizations and is currently active in service as:

- ▶ Board of Directors Member, Executive Committee Member, Policy Council Member, Travel Promotion Act Implementation Task Force Member and International Advisory Council: US Travel Association
- ▶ Member, Travel and Tourism Advisory Council for the Federal Reserve Bank of Atlanta;
- ▶ Board of Directors Member, Travel South USA
- ▶ Board of Directors Member, Southeast Tourism Society;
- ▶ Board of Directors Member, Florida Sports Foundation;
- ▶ Member, Florida Film and Entertainment Advisory Council;
- ▶ Member, Destination Marketing Association International;
- ▶ Member, Association of Travel Marketing Executives; and
- ▶ Member, International SKAL.

In 1980, Chris received a Bachelor of Science degree in Business Administration from the University of Florida.

John R. Watret

EXECUTIVE VICE PRESIDENT, WORLDWIDE CAMPUS, EMBRY-RIDDLE WORLDWIDE

John R. Watret was named Embry-Riddle’s executive vice president and chief academic officer for the Worldwide Campus in July 2010. In this role he provides leadership and sets strategic direction for Embry-Riddle Worldwide, which offers programs and schedules designed appropriately for working adults. Watret oversees all academic and operational functions of the Campus, which is composed of more than 170 classroom locations in the U.S. and internationally. More than 25,000 students annually are served through both traditional and online instruction.

John joined Embry-Riddle in 1989 and over the years held a number of management and faculty positions at the Daytona Beach Campus, including associate provost, associate chancellor, associate dean of Academics, and assistant, associate and full professor of mathematics. In the early 1990s, he took a brief leave of absence to serve as head of the department of mathematics for Texas A&M's branch campus in northern Japan. In 2006, John became associate vice president and chief academic officer for the Worldwide Campus.

During his tenure as a faculty member in the mathematics department, John was known as a dedicated and skilled instructor, winning the Outstanding Teaching Award in 1996. He is the author of several publications. He was one of the lead faculty who developed the Integrated Curriculum in Engineering (ICE) program through a grant from the Boeing Company. He continues to be active nationally in graduate education by serving on the executive committee for the Conference of Southern Graduate Schools (CSGS).

John holds a Ph.D. in mathematics and a Master of Science in mathematics from Texas A&M University and a Bachelor of Science in mathematics (honors) from Herriot-Watt University, Edinburgh, Scotland.

Deborah Wilkinson

CHIEF DEVELOPMENT OFFICER,

BROWARD COUNTY OFFICE OF ECONOMIC & SMALL BUSINESS DEVELOPMENT

Deborah Wilkinson is the chief development officer for Broward County Office of Economic & Small Business Development. Deborah's work involves coordination of economic development activities leading to enhancing the County's overall economy including the creation of employment opportunities; and the expansion of business opportunities. These include: conducting business and industry studies; developing and implementing strategies to stimulate the growth of new and existing businesses; assessing economic impact of new and existing business relocation and expansions; and planning business recruitment strategies that focus on establishing business clusters.

Deborah is also an international trade specialist and has an extensive international trade policy background. She received her degree in international management from Thunderbird. Within one year of joining Broward County Office of Economic & Small Business Development, she collaborated, coordinated and developed an international trade strategy for Broward County that resulted in the first International Trade/Protocol Desk in the County. Broward County Office of Economic & Small Business Development is a strategic partner with the State of Florida since 2002. Deborah is also the chair of Florida Economic Development Council for FY 2010/2011.

The Office of Economic Development is lead agency and vehicle for economic development for Broward County Board of County Commissioners. Its mission is to promote a full range of strategies designed to enhance Broward County's economy that will result in job creation, business expansion, and growing the tax base of Broward County. These strategies include economic diversification, business attraction and retention, international trade, corporate services, urban redevelopment, business assistance, and economic

development partnerships. The Office of Economic Development pursues its mission through its policy development, planning coordination, and program implementation roles within the framework of Broward County Government.

The economic development goal is to generate and sustain a high performance economy in Broward County by focusing on targeted industries; diversifying the workforce, assisting in the growth of existing businesses; and maintaining a business-friendly environment.

Mark Wilson

PRESIDENT & CEO, FLORIDA CHAMBER OF COMMERCE

Mark Wilson serves as president and chief executive officer of Florida's largest, most respected and influential pro-business advocacy organization. He directs the substantial political, lobbying, grassroots, and economic research operations of the Florida Chamber of Commerce.

Known as the architect of groundbreaking statewide political campaigns in 2004 and 2006 that passed significant constitutional amendment reforms (the February 1 Signature Deadline and 60% Threshold, respectively) - Mark has created the Florida Chamber Federation and many statewide coalitions, organizing more than 139,000 grassroots employers on business issues ranging from taxes and talent, to insurance and constitutional amendment reform. Mark was the first president of the Florida Justice Reform Institute, which organized and went on to win the 2005 legal reform battle.

A native of Central Illinois, he received his Bachelor of Arts in Business from the University of Georgia and has earned the designation of Certified Chamber Executive (CCE). Mark is a member of the American Chamber of Commerce Executives, the Florida Association of Chamber Professionals, and currently serves on the board of the Association of State Chamber Professionals. He is also on the boards of Florida TaxWatch, Enterprise Florida and the Florida Council on Economic Education, and serves as a member of the Florida Council of 100.



HOUSE MEMORIAL 189

Free Trade Agreements Between the United States and Colombia, Panama, and the Republic of Korea

A memorial to the Congress of the United States in support of the establishment of Free Trade Agreements between the United States and Colombia, Panama, and the Republic of Korea.

WHEREAS, Florida, the United States' fifth-largest exporter in 2008, with goods exports totaling \$50.4 billion, has a global reputation as a gateway to the Americas and a vital stake in global markets, and

WHEREAS, Free Trade Agreements with Colombia, Panama, and the Republic of Korea offer valuable opportunities for the United States to enhance its competitive edge in the global economy by lowering the barriers that its own exporters face in these markets, and

WHEREAS, state and local officials around the United States have signaled their support for Congressional approval of these Free Trade Agreements, and

WHEREAS, manufactured exports translate into the creation of jobs for Florida workers, including 128,400 of them as of 2005, and

WHEREAS, agriculture exports, services exports, foreign investment, and imports all contribute significantly to Florida's economy and employment base, and

WHEREAS, according to the United States Department of Agriculture, Florida's agricultural exports reached \$1.9626 billion in 2007, maintaining 17,420 Florida jobs, both on and off farmlands, and

WHEREAS, in 2007, Florida's exports to Colombia surpassed \$2 billion, increasing by 31 percent over the previous year, and

WHEREAS, Florida is the second-leading United States exporter to each of its pending Latin American Free Trade Agreement partners, Panama and Colombia, and approval of Free Trade Agreements with those countries will ensure that those nations continue to make progress in reducing violence while improving economic stability, and

WHEREAS, a Free Trade Agreement with the Republic of Korea would substantially increase access to the South Korean market and both the United States and the Republic of Korea would benefit from increased exports, economic growth, and job creation, NOW, THEREFORE,

Be It Resolved by the Legislature of the State of Florida:

That the Congress of the United States is urged to support the establishment of Free Trade Agreements between the United States and Colombia, Panama, and the Republic of Korea.

BE IT FURTHER RESOLVED that copies of this memorial be dispatched to the President of the United States, to the President of the United States Senate, to the Speaker of the United States House of Representatives, and to each member of the Florida delegation to the United States Congress.



**A SPECIAL THANK YOU
TO OUR
INTERNATIONAL DAYS COMMITTEE**

Ivan Barrios, Enterprise Florida, Inc.



Eric Graham, Availity, LLC



Todd Kocourek, Florida First Capital Finance Corp.



Manny Mencia, Enterprise Florida, Inc.



Ed Miyagishima, Office of the Governor



G. Lee Sandler, Sandler, Travis & Rosenberg



Deborah Wilkinson, County of Broward

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- Orlando Health
- Orlando Magic, Ltd.
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- Plum Creek
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- Publix Super Markets, Inc.
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- Rayonier
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- Reynolds, Smith and Hills, Inc.
- RTI Biologics, Inc.
- Ryder System, Inc.
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- Waste Management, Inc. of Florida
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Twitter Hashtag: #FLIntl

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HOW TO USE TWITTER

Just sign up for a free Twitter account at twitter.com. Once you are signed in you can tweet about International Days in real-time!

Groups of people tweeting can come together quickly using a "hashtag." The hashtag for the event is: #FLIntl. Make sure you include # FLIntl as part of your tweet.



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