



Executive Committee,  
Executive & Advisory  
Board of Directors

Providing economic development through sports to Lake, Orange,  
Osceola & Seminole counties, and the City of Orlando.

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# Executive Committee

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## Dan Malasky | Managing Director of Business Affairs, USTA

### Chairman

Dan Malasky was appointed General Counsel and Managing Director of Business Affairs for the USTA's new USTA National Campus, the "Home of American Tennis" in 2015. In this role, Malasky helps lead the 100 court, 64 acre, state of the art tennis complex located within the Lake Nona community, touted as the largest tennis facility in the world. In addition to his responsibilities at the USTA National Campus, Malasky manages the USTA's day-to-day legal affairs for the largest annually attended sporting event in the world, the US Open, and USTA's Player Development program including its three National Training Centers around the country.

Prior to joining the USTA in 2006, Malasky served as Senior Vice President & General Counsel of DIRT MotorSports, the largest sanctioning body for dirt track auto racing and owner of the World of Outlaws. He went to DIRT MotorSports in 2004 following several years as a commercial litigator at Piper Rudnick LLP (now DLA Piper) in his hometown of Washington, D.C. Malasky also worked for Washington Sports & Entertainment, Aspen Skiing Company, and SportsPro Management prior to attending law school. Malasky graduated with honors from the University of Pennsylvania with a major in Political Science and a concentration in Management from the Wharton School of Business. He attained his J.D. from Boston University School of Law where Malasky was honored as an Edward F. Hennessey Scholar.

In 2012, Malasky was honored with the prestigious "Rising Stars – Forty Under Forty" award from The Business Counsel of Westchester, NY. Malasky is a member of the Florida, New York, Maryland and D.C. Bars and is active with the Association of Corporate Counsel, Sports Lawyers Association, After School All-Stars, and University of Pennsylvania Sprint Football. Malasky resides in Windermere, Florida with his wife, Desi, and two daughters, Aspen and Brecka.

## Michael Forde | Chief Sales Officer, Orlando Magic

### Past Chairman

Michael Forde is currently in his 14th season with the Orlando Magic and was promoted to chief sales officer in August 2017. Forde has executive leadership responsibilities for the corporate, ticket, premium and retail sales units of the organization. His responsibilities include the oversight for all sales including tickets, hospitality, ICON suite membership, tourism, Junior Magic, camps, and retail for both the Orlando Magic and Amway Center.

His corporate team is instrumental in identifying new revenue streams that provide the organization an opportunity to finding marketing solutions for local, regional and national companies seeking an affiliation with the Orlando Magic brand and the Amway Center. Forde also oversees ticket sales, premium sales, corporate sales and retail department.

In addition to his current responsibilities, he will lead sales efforts for e-Sports and provide strategic sales support for Orlando Solar Bears, Lakeland Magic, and the Sports & Entertainment District.

Forde began with the Magic as a partnership development manager and was later promoted to assistant director of corporate partnerships during the summer of 2008. He was then promoted to director of corporate partnerships in August 2009, vice president of corporate partnership sales in July 2012 and senior vice president of corporate partnerships and premium sales in March 2014.

Prior to joining the Magic, Forde and his wife owned and operated Players Sports Marketing, an event management and marketing firm specializing in youth sports.

Forde currently serves on the board of the Florida Sports Foundation, as well as the Central Florida Sports Commission. He formerly served as the Chair of the Local Organizing committee of the NCAA Men's basketball tournament in 2017.

A native of Philadelphia, Pa., Forde earned his bachelor's degree from the University of Delaware. He and his wife, Vivian, reside in Lake Mary, Fla. and have three children, Tina, Kevin and Kory and two grandchildren.

## Suzanne E. Gilbert | Partner, Holland & Knight

### Secretary

Suzanne E. Gilbert practices in the areas of financial and real estate litigation, business litigation and creditors' rights. She has experience representing clients in complex commercial disputes in federal, state and bankruptcy courts. Gilbert has substantial experience representing financial institutions and other lenders in a variety of matters, including complex commercial foreclosures, loan workouts, defense of lender liability claims, and in fraudulent transfer and preferential transfer actions. Additionally, a significant portion of her practice involves real estate litigation, including contract disputes, title issues, environmental issues and mortgage fraud. She also has significant experience in matters involving Article 3 and Article 9 of the Uniform Commercial Code.

In addition to her focus on financial and real estate litigation, Gilbert has also defended class actions involving Florida's Deceptive and Unfair Trade Practices Act and the Telephone Consumer Protection Act. She represented one of the world's largest biotechnology companies in disputes and arbitrations relating to product licensing arrangements. Since 2007, Gilbert has served as the practice group leader for the firm's Central Florida Litigation Group. In addition, she chairs the firm's eDiscovery and Technology Committee. She previously served as the Orlando office coordinator of Holland & Knight's Women's Initiative Group, a firm wide program aimed at enhancing opportunities for female attorneys, as well as promoting marketing and client development programs for Central Florida businesswomen and community leaders. In 2003, Gilbert was selected to participate in the inaugural class of the firm's Rising Stars program, a year-long economic development program which encourages women attorneys towards community and firm leadership, as well as their advancement in the legal profession.

In college, Gilbert was a manager for the men's basketball team at Duke University. During her tenure as head manager, the team won the 1991 and 1992 NCAA National Championships.

## Paul Johns | Chief Operating Officer, South Lake Hospital

### Treasurer

Paul Johns has been with the Orlando Health system since 2003 and has served in his current role as Chief Operating Officer of South Lake Hospital since 2012. He is responsible for operational strategies and oversight of all ancillary services at the 160-acre campus, which includes 170 patient beds, an ambulatory surgery center, a short-term rehabilitation facility, the National Training Center and other pre and post-acute healthcare services. Johns was previously the Administrator of Ancillary and Support Services at Orlando Health Dr. P. Phillips Hospital, in Orlando.

Johns has extensive experience in operations and leadership in the healthcare industry and has been instrumental in helping to lead several growth initiatives at South Lake Hospital. Current projects include an emergency department expansion on the main campus and the addition of two new campuses in the hospital's service area that will provide improved access to care for the growing resident population. Johns' initial focus with the Orlando Health system in 2003 was as Director of Rehabilitation at Orlando Health Dr. P. Phillips Hospital Brain Injury Recovery Center. His expertise in planning, leading and evaluating service lines led him to several other administrative positions within the Orlando Health organization before joining South Lake Hospital.

Prior to his work with Orlando Health, Johns spent eight years with Leesburg Regional Medical Center, Leesburg, Fla., and held several positions including vice president. The Lake County resident received his MBA from Webster University, Orlando, and his Bachelor of Professional Studies from SUNY College at Brockport, Brockport, N.Y.

## Jackie Hayter | Director of Sports Marketing, Orlando Health

Jackie Hayter is the Director of Sports Marketing at Orlando Health. She has been with the organization for 10 years and has worked in community relations, development as well as brand and service line marketing. Hayter currently oversees the relationship between Orlando Health and Orlando City Soccer Club, as well as the sponsorship of Arnold Palmer Invitational PGA Golf Tournament, to name a few of the organization's most visible sports sponsorships.

Hayter is a two-time graduate of the University of Central Florida earning a Bachelor of Arts in English Literature and Creative Writing in 2002 and later a Master of Arts in Mass Communications in 2009. She was a 4-year member of the UCF Women's Soccer team, 1998-2001. Hayter is a member of the Orlando City Foundation Board of Directors and Leadership Orlando Class 90. She resides in Wekiva Springs with her husband, Keith and their two dogs.

# Executive Board

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## Craig Borkon | Assistant Director, Orlando Venues

Craig Borkon is the Assistant Director of Orlando Venues, the City of Orlando department that owns and operates the Amway Center, Camping World Stadium, Leu Gardens and Mennello Museum. In this role, Borkon acts as the liaison to Venues partners including the Orlando Magic, Florida Citrus Sports, Central Florida Sports Commission and Orlando City Soccer while also working on special projects including the stadium reconstruction, bid submissions and contract negotiation. Borkon serves as the City of Orlando's point person on major sporting events such as the NFL Pro Bowl, NCAA Basketball, WrestleMania and the 2026 World Cup Bid.

Prior to joining the Orlando Venues staff, Borkon was president of CB Consulting, a political and public relations consulting firm where he worked on a variety of campaigns throughout the state of Florida for corporations, nonprofit organization and politicians. Before starting his consulting business in 2010, Borkon worked in politics, the business sector and ran a non-profit conflict resolution program in the Palm Beach County school system.

Borkon currently serves on several boards including Florida Citrus Sports and Central Florida Sports Commission. Borkon was recognized as the City of Orlando Employee of the year in 2014, and in 2016 was named one of Orlando Business Journal's "40 under 40" class.

A native of New Jersey, Borkon attended the University of Central Florida.

## Chris Carmody | Shareholder, GrayRobinson, P.A.

### Legal Counsel

Chris Carmody earned his certification as a Designated Professional Lobbyist from the Florida Association of Professional Lobbyists and is an attorney admitted to practice in all Florida state courts. He has substantial experience handling government relations matters, including representation before the Florida legislative and executive branches, purchasing and procurement appeals, and professional licensing. Carmody's clients range from small cities to Fortune 500 companies, and his experience runs the gamut of state-level needs and issues, from the passing of landmark legislation to proficiency on the appropriations process.

Carmody also practices in litigation, land use, construction and sports law. His practice includes obtaining state and local government regulatory approvals as well as matters related to the acquisition, development and utilization of real property. He has represented contractors, engineers, architects, developers, owners, subcontractors, and suppliers in issues relating to land use and construction law. Carmody provides legal work to the Central Florida Sports Commission and has handled numerous high-level sports matters at the legislative level, including tax exemptions, workers' compensation and other matters that affect sports franchises.

Carmody was born and raised in Orlando and graduated from Bishop Moore Catholic High School in 1998. Four years later, he received his undergraduate degree in political science from the University of Florida, with a minor in human nutrition. While attending UF, Carmody was active in student government and regularly attended Gators football and basketball games. In 2005, Chris graduated from the University of Florida's Levin College of Law. During law school, Chris interned at the Florida Supreme Court for The Honorable Raoul G. Cantero. He also researched under Dean Jon Mills in the Center for Governmental Responsibility. He was a member of the Justice Campbell Thornal Moot Court Board and in his final semester served as president.

## Scott Carr | CMO & Executive Associate AD, UCF Athletics

Scott Carr joined the Knights as Executive Associate Athletic Director and CMO on February 9, 2016. In this role, Carr oversees the Communications, Fan Development and Video Services units. Prior to his tenure at UCF, Carr served as Senior Associate Athletic Director for External Affairs at Auburn University. While at Auburn, Carr was responsible for the external affairs of the athletic department. He directly oversaw the marketing and promotions department, including ticket sales, box office, event management and community relations. Carr was also responsible for the game-day experience at all sporting events and dealt with all athletic department contracts including but not limited to ISP, Under Armour, and Sodexo (concessions). He joined the Auburn staff in August, 2009.

Prior to Auburn, Carr served in various capacities at Southern Miss from 2001 to 2009. The most recent position he held was Deputy Director of Athletics, External Affairs (2006-2009). Prior to Southern Miss, Carr worked in various capacities with the FedEx Orange Bowl in Miami, Florida (1997-2001). Carr is a native of Gainesville, Florida and earned his undergraduate business management degree from the University of Florida in 1995 followed by a master's in sports management from UF in 1997. Carr is married to the former Pam Snowe and the couple has two daughters, Ashton and Katie.

## Jim Dean | President, SeaWorld Orlando, Discovery Cove, and Aquatica

Jim Dean has been the President at SeaWorld Orlando, Discovery Cove and Aquatica since January 2017.

From 2009 to 2017 Dean served as President of Busch Gardens Tampa Bay and Adventure Island. During that time, Jim and his team earned the prestigious Liseberg Applause Award for excellence in the theme park industry. He was also active in the Tampa Bay community serving on numerous boards including the Chairman of Visit Tampa Bay, the Tourist Development Council, The Greater Tampa Chamber of Commerce, Tampa Bay Economic Development Corp, University of South Florida College of Business Executive Advisory Committee and the Chairman of the Tampa Innovation Alliance.

After graduating from The University of Memphis in 1980, Dean began his career as an engineer at McDonnell Douglas in St. Louis, Missouri. He then joined Anheuser-Busch as an analyst in their corporate headquarters in 1985. During his time with Anheuser-Busch, he worked in a number of locations across the country and five years as the head of finance with the Anheuser-Busch European office located in London. He returned to the U.S. as Vice President of Accounting and Controls for the U.S. brewing division in St. Louis.

Dean moved to Florida in 2008 to help relocate the corporate office of SeaWorld Parks and Entertainment (formerly Busch Entertainment Corporation) and served as Vice President of Finance for the company as well as Corporate Vice President of Revenue Operations before moving to Tampa.

Dean holds an Engineering degree from The University of Memphis and an MBA in Finance from St. Louis University. He also serves on The University of Memphis Alumni National Board, the Board of Visit Orlando, The I-Drive Business Improvement District and The Orlando Economic Partnership.

## Marci Doyle | Chief Operating Officer, Arnold Palmer Invitational

As Chief Operating Officer of the Arnold Palmer Invitational presented by Mastercard, Marci Doyle directs the planning and activation for one of the PGA TOUR's most prestigious tournaments. 2018 will be Doyle's 10th tournament, initially joining in 2008 as Director of Marketing and Business Development and generating more than 70% increase in corporate revenue in a 5- year period.

Doyle started her 20+ year career in sports and entertainment at global sports marketing firm DW+A, managing sponsorships and operations for multiple sporting events including seven LPGA tournaments, where she served as co-Tournament Director of LPGA's Sacramento Twelve Bridges Classic at the age of 24. She also managed partnerships with the USVBA (US Volleyball) and USFSA (US Figure Skating), as well as NFL, college basketball, and PGA TOUR.

Doyle spent eight years as Account Director with Chicago's event marketing firm Wunderman, a division of Young & Rubicam, where she was recognized as "Top Contributor" within the agency. While there she created lucrative marketing plans and partnerships for household brands including Callaway Golf, Burger King, Ford, Sears, Microsoft Xbox, Unilever and the Miller Brewing Company. Marketing solutions included alliances with ABC's Extreme Makeover Home Edition, top musicians (i.e. Green Day, Sheryl Crow, and Christina Aguilera), national packaged goods promotions/sweepstakes, and sponsorships of MLB/NFL/NBA/NASCAR/AVP as well as arenas and stadiums around the country.

Just prior to joining the Invitational, Doyle served for three years as Managing Director of Consumer and Partner Promotions at the Golf Channel, developing unique marketing programs to enhance existing national client relationships with companies such as Dick's Sporting Goods and Under Armour. Doyle is a passionate sports advocate and proud graduate of the University of Florida.

## Tom Draper | Sr. Director of Airport Operations, GOAA

Thomas W. Draper, Senior Director of Airport Operations for the Greater Orlando Aviation Authority is responsible for the overall management of the daily airport operations at the Orlando International Airport and Orlando Executive Airport. Airport Operations consists of the following divisions: Landside, Airfield, Airline, Baggage Handling/Ground Support Equipment, Parking, Ground Transportation Services, Noise Abatement, Emergency Management, Aircraft Rescue & Fire Fighting, and General Aviation. As part of his duties he is charged with the oversight of planning, development, promoting, and implementation of programs for the Airport Operations Department as well as responsible for this group's annual operating and revenue budget. He is also responsible for many areas of emergency preparedness and management for Orlando International Airport.

Draper has been with the Greater Orlando Aviation Authority for over twenty-seven years, starting as a Firefighter/Paramedic. He moved through the ranks of the Fire Department, served in the Airport's Maintenance Department then Airport Operations managing the Airport's Emergency Management Program, Landside and Ground Transportation Services Divisions before serving as Director and now Senior Director.

Draper currently holds an A.S. Degree in Emergency Medical Services and a B.S. Degree in Management. He also is accredited by the Federal Emergency Management Agency as a Master Exercise Practitioner, MEP. Airport.

## Craig Evans | Sr. Director, Brand Management, Universal Orlando

A results-driven marketer with nearly 25 years of experience elevating entertainment and sports brands, Craig Evans is the Senior Director of Global Brand Management for Universal Parks and Resorts. In this role, Evans owns the development and implementation of global brand initiatives that support the short and long-term marketing strategies for all Universal Parks and Resorts locations worldwide. Prior to this role, he served as the Senior Director of Brand Management, where he led a team of marketers responsible for driving consumer demand to Universal Orlando Resort, its three theme parks, dining and nightlife complex and resort hotels.

Before joining Universal Parks and Resorts, Evans held brand leadership roles at EA Sports and Microsoft Xbox. At EA Sports he focused on EA's golf, mixed martial arts and college football franchises, while also managing key relationships with Tiger Woods, Augusta National, the PGA TOUR, the Collegiate Licensing Corporation and NCAA Football. During his tenure at Microsoft Xbox, he was a member of the original Xbox launch team in 2001 and also helped launch the Xbox 360 in 2006 before moving over to EA Sports in 2007.

Evans holds an MBA from the University of Texas-Austin, a M.S. from The Johns Hopkins University and a B.B.A. from Stetson University. Prior to completing his MBA, he also worked in marketing for Oracle and a mass storage startup in Winter Park, FL. Outside of work, Evans is passionate about playing tennis and golf, social media (particularly Twitter), pop culture, video games, theme parks (particularly roller coasters) and spending time with his wife and two children (only one of whom will ride roller coasters with him). Evans has been a resident of the Orlando area for more than 10 years, and has no intention of living anywhere else ever again.

## Roseann Harrington | Vice President, OUC

Roseann Harrington is Vice President of Marketing, Communications and Community Relations at the Orlando Utilities Commission (OUC—The *Reliable One*). She joined OUC in 1986 and currently serves as both the chief marketing and chief public information officer, responsible for all internal and external corporate relations including: communications, media relations, marketing, customer education, advertising, community relations, local government relations, employee involvement, economic development and e-commerce.

Harrington led the development of the utility's brand – “The *Reliable One*” – and has extensive experience building public support for new initiatives and utility infrastructure projects. Known as an “intrapreneur,” Harrington has created new “start-up” departments within OUC like e-commerce and economic development, and launched innovative products and services designed to enhance the utility's customer experience. She is actively involved with local governments, businesses, and non-profits to create jobs and improve the quality of life in Central Florida through economic development initiatives and community building.

*14 Business Magazine* named Harrington a 2015 Entrepreneur of the Year for her work powering economic growth and innovation in Central Florida. And, in 2014, the Girl Scouts of Citrus Council honored her strength of character with its 17th Annual Women of Distinction Lifetime Achievement Award – one of Central Florida's most prestigious honors for women, which celebrates excellence, ingenuity and the ability to overcome barriers.



Harrington currently serves on the board of directors and executive committee of the Orlando Economic Partnership, the Rollins College Crummer Graduate School of Business Board of Overseers, and the board of directors for the Central Florida Sports Commission. She is also the author of *The Businesswoman's Handbook – Practical Tips for Moving Up the Corporate Ladder*, published by her company, Harrington Handbooks, LLC, and a frequent guest lecturer on branding, crisis communication and how women can be successful in the workplace.

Harrington earned a Bachelor of Arts from Loyola University New Orleans and a Master of Business Administration from Rollins College in Winter Park, Fla. She has two daughters and resides in Orlando.

## Charles Hawkins | Founder, Charles Hawkins II, P.A.

Charles J. Hawkins, II is a native of Orlando, Florida. He is a Phi Beta Kappa graduate of Morehouse College in Atlanta, Georgia with a major in Finance. Hawkins also holds a Master of Business Administration and a Juris Doctor Degree, both earned at Columbia University in New York City.

Hawkins is the founder of the Law Firm of Charles J. Hawkins II, P.A. He specializes in contracts law and governmental relations. Prior to starting his law practice, Hawkins was an Assistant County Attorney with Orange County Government in Orlando. He was primarily responsible for completing transactional projects for various county departments and divisions. Hawkins also served as the primary attorney advising county officials and employees on ethics, public records, gift, and opening-meeting laws.

Further, Hawkins has served as an attorney with Universal Studios Florida ("Universal"). His duties included drafting contracts for various Universal departments and managing the company's minority business program. Hawkins has held additional positions in the legal profession, private industry, and government. After graduating from law school, he served as an attorney with Holland & Knight in Orlando. In that capacity, Hawkins was a member of the legal team for the Central Florida Regional Transportation Authority, a.k.a. LYNX. With respect to his private industry employment, Charles served as a financial analyst with The Chrysler Corporation in Detroit, Michigan. In addition, he has interned at The Coca-Cola Company and Coca-Cola USA in Atlanta; Columbia Pictures, Inc. in New York City; and Washington Shores Federal Savings and Loan Association in Orlando.

Hawkins has worked in government at the federal and local levels. His government experience has included a legal internship on United States Senator Edward M. Kennedy's Judiciary Committee staff. Also, Hawkins has interned for United States Senator Richard Stone and United States Congressman Bill Nelson. Furthermore, he served as an aide to Orlando Mayor Bill Frederick and to the Vice-President of Governmental Affairs for the Greater Orlando Chamber of Commerce. In August 2001, he was appointed by Orlando Mayor Glenda Hood to serve on the City of Orlando Municipal Planning Board. That board is the local planning agency responsible for the city's Growth Management Plan. Hawkins' civic affiliations include the following: St. Mark A.M.E. Church; Co-Chair, Frederick Leadership Initiative; Co-Chair, "Salute to Mayor Bill Frederick" Dinner (2013); Board Member, Central Florida Sports Commission; Board Member, Urban ReThink Foundation; Board Member, Nap Ford Charter School; Advisory Board Member, Florida A&M University College of Law; Past Chairman, Florida Children's Hospital Foundation Board; Past Board Member, Ronald McDonald House; Past Board Member, The Christian Service Center; Past Board Member, American Cancer Society; and Leadership Orlando (Class 22).

## Chris Heller | President, Orlando Solar Bears

Chris Heller is currently President of the Orlando Solar Bears. He began his career with the Solar Bears in November of 2011 as the Director of Finance and Legal Services. Heller previously worked as an attorney in Wheeling, West Virginia and earned his law degree at the West Virginia University College of Law in May of 2004.

Originally hailing from Wheeling, WV, he earned a B.A. in Accounting in 1998 from Bethany College in West Virginia. Heller previously worked as an accountant in Columbus, OH and Pittsburgh, PA, for CroweChizek and PricewaterhouseCoopers from 1998-2001. He and his wife Natalie reside in Winter Garden, FL, with their three children Sophia, Maddox and Emerson.

## Steve Hogan | CEO, Florida Citrus Sports

Steve Hogan is the Chief Executive Officer for Florida Citrus Sports (FCS), a non-profit event management company that is responsible for producing the Citrus Bowl, Camping World Bowl, Camping World Kickoff, Florida Blue Florida Classic, Florida Citrus Parade and other Central Florida-based events generating economic impact, and ultimately benefiting at-risk children and educational initiatives.

Overcoming significant challenges and a recession which delayed the project, Hogan worked tirelessly alongside community leaders for nearly a decade to secure approval for more than \$200 million to reconstruct the stadium in Orlando into a multi-purpose venue attracting marquee events.

In 2016, Hogan was widely regarded as being the “quarterback” who brought together leaders from the public and private sector to convince the NFL to move the Pro Bowl from Honolulu to “The City Beautiful,” and make it a week-long celebration. FCS also secured a preseason NFL game between the Miami Dolphins and Atlanta Falcons set for later this year.

Under Hogan’s leadership, FCS secured naming rights for what is now known as Camping World Stadium, an agreement that extends to the playing field in the form of the Camping World Kickoff between Ole’ Miss and Florida State on September 5.

In 2013, Hogan was part of a group of community leaders responsible for creating LIFT Orlando, a 501-C3 organization aimed at breaking the cycle of poverty in Orlando’s at-risk communities by partnering with residents to achieve shared goals of mixed-income housing, cradle to career educational pipeline, community wellness and long-term economic viability. Florida Citrus Sports is a founding partner of LIFT, attempting to realize Hogan’s vision that the stadium is being used as a catalyst to create pathways of progress for our neighbors facing the toughest life challenges.

Hogan serves nationally as a Past Chairman of the Football Bowl Association and has served locally as chair of Leadership Orlando. Other board service includes his involvement with LIFT Orlando, Orlando Inc., the Buoniconti Fund to Cure Paralysis, the Community Health Impact Council and the Economic Development Commission.

After working for McCaw Communications and *The New York Times*, Hogan started his employment at Florida Citrus Sports in 1995 in the events department. He worked his way up to become Events Manager, Assistant Executive Director (COO) and ultimately interim Executive Director (CEO). After a nationwide search, Hogan was named the organization’s Chief Executive Officer in 2006.

During his tenure, Hogan has worked on a variety of major sporting events. In 1999, he created a college football all-star game – The Villages Gridiron Classic -- from scratch, an event which lasted seven years on ESPN and boasted over 100 NFL draft picks. In his career, he has managed several NFL preseason, college football regular-season and international soccer neutral-site games. Additionally, he has negotiated television, title sponsorship and conference agreements that have elevated Florida Citrus Sports, and ultimately Orlando, into one of only three communities that stage multiple bowl games each year.

Hogan is a graduate of Polk State College, and later the University of Central Florida. earning a bachelor’s degree in Advertising and Public Relations from the University of Central Florida in 1991.

He and his wife, Angie, live in Orlando with their three children.

## Frank Ioppolo | Chief Operating Officer, Ioppolo Law Group

Frank S. Ioppolo, Jr. is an accomplished and talented attorney, consultant, lobbyist, entrepreneur and businessman. He brings more than 25 years of experience as a business attorney with particular focus on business transactions, securities and finance transactions (venture capital, private equity, investment banking, bank finance, private placements (PPM’s) and initial public offerings (IPO’s), mergers & acquisitions (M&A), public private partnerships (PPP or P3), international transactions, financial reporting (’34 Act), advertising, and general counsel (GC) services. As an attorney admitted to practice law in Florida, New York and the District of Columbia (Washington, D.C.), Ioppolo has clients and superior business relationships nationwide. With an abundance of international experience, Ioppolo has a strong understanding and broad relationships throughout North America and the Caribbean. Ioppolo has been recognized by his fellow attorneys by his election to Best Lawyers in America, Florida Super Lawyers and Florida Trend Magazine as being in the top 2% of all lawyers in Florida.

In addition to his legal practice, Ioppolo has significant experience as a businessman and entrepreneur. He left the fifth largest law firm in the world, where he was a shareholder/partner, to become the Chief Operating Officer and General Counsel to a digital marketing company (advertising, email marketing, search engine marketing (SEO), affiliate marketing, banner and web advertising, performance advertising). Ioppolo’s leadership helped the company to grow to nearly \$40,000,000 in revenue with more than 60 employees. The company, MarketLeverage Interactive Advertising, was recognized by Inc. Magazine as one of the fastest growing companies in the United States in 2008.



Upon the sale of certain divisions, Ioppolo returned to the practice of law and founded his own firm, the Ioppolo Law Group.

Ioppolo's businesses include a variety of real estate development projects in Central Florida, where he is currently developing a townhouse community. He has served as the Vice President and General Counsel of HRC Hotels, a company engaged in the acquisition, ownership, development, operation and financing of premium brand select service hotels, with emphasis on the extended stay hotel segment of the lodging industry. HRC owns 22 hotels located in Ohio, Indiana, Michigan, Iowa and Florida. He is frequently asked to advise clients in connection with the development and implementation of their marketing, strategic, crisis management and business plans.

As a recognized leader in the Central Florida community, Ioppolo's contacts and relationships at the local, state and federal governmental levels have been instrumental in helping clients achieve their business and government affairs goals. These relationships have served as the foundation for Ioppolo's lobbying activities. Ioppolo served as the Chairman of the Board of the Sanford Aviation Authority for more than 3 years, the fastest growing small hub airport in the country for 2 of the last 3 years. He was awarded the 2008 Business Leader of the Year Award from the Seminole County Regional Chamber of Commerce and the 2010 Success Award for Business Achievement. His contributions to the Central Florida community have led the Orlando Business Journal to recognize Mr. Ioppolo as one of the Most Influential Men in Central Florida on four separate occasions, and in May 2015 as one of the ten people you should know if you want to do business in Seminole County.

Ioppolo obtained his Bachelor of Arts in Political Science from Wake Forest University. He holds a Juris Doctorate from the Fordham University School of Law.

## Faron Kelley | Vice President, ESPN Wide World of Sports, runDisney and Disney's Water Parks

Faron Kelley is the Vice President of ESPN *Wide World of Sports*, *runDisney* and Disney's Water Parks at the *Walt Disney World*® Resort.

The ESPN Wide World of Sports opened in 1997 as a new venture targeting the burgeoning Youth Sports travel market. The 250-acre sports complex currently provides fabulous facilities to over 400K athletes a year. *runDisney* launched its first WDW marathon in 1994 and has grown into one of the largest running organizations in the US. WDW Water parks are the two most visited water parks in the US. These three distinct businesses are home to approximately 2,300 hourly and salaried Cast Members.

Kelley joined the Walt Disney Company in 1990 as a production manager and producer for Walt Disney Entertainment and from there he joined the launch team for the Town of Celebration serving as the driving force behind many of Celebration's early special events and marketing concepts. After returning to WDW Resort, he led a series of ad-hoc teams through development and execution of multiple property-wide celebrations, including New Year's Eve 1999, Magical Gatherings and the Happiest Celebration on Earth.

His marketing career continued with Adventures by Disney before returning to the Parks division as the Global Project Development Director for Disney Parks, leading multi-site and property wide celebrations.

Kelley joined the Sports organization in 2008 as the Marketing Director and was responsible for all aspects of Marketing including the rebranding of the sports complex to incorporate ESPN and the launch and global growth of the *runDisney* brand.

In 2016, Kelley was promoted to the VP role that he currently holds. He is a graduate of Iowa State University where he received his bachelor's degree in marketing and he also holds an MBA from Indiana University.

## Robb Larson | General Manager, Osceola Heritage Park/SMG

Robb Larson started his career in Sports and Entertainment over 30 years ago in the league office of the Continental Basketball Association. While with the league he became one of the youngest General Manager's in Pro Sports history and was named to the list of Outstanding Young Men of America.

From there he moved onto the NBA's Detroit Pistons. During his five years with the team he served in a few roles, including Director of Sales. He then moved to the facility side of the business as the Assistant Director of Marketing for The Palace of Auburn Hills, the Pistons' home arena. While there, the team won back-to-back NBA championships, and the Palace sold out every game and was named the top grossing venue of its size in the country multiple times.

Larson's next move brought him to the state he was born and raised in, Pennsylvania. He was part of the pre-opening and opening staff of the Bryce Jordan Center at Penn State University as Director of Marketing. The arena became the number one grossing arena of its size in the country during its first two years of operation. While there, Larson was named to the list of the top 50 most influential business leaders in Central Pennsylvania.

Larson then moved on to serve as the Director of Sales and Marketing for the Hershey Sports and Entertainment Group. He oversaw sales and marketing efforts for an American Hockey League franchise, a professional soccer team, and the Hershey Park Arena and Stadium. During his tenure, the stadium finished as the number one grossing stadium of its size in the country.

Larson first arrived in Central Florida in 2000 to become the Director of Business Operations for the WNBA's Orlando Miracle. He held that position for three years until the team moved to Connecticut.

That brought him to Osceola Heritage Park in 2003, where he joined SMG as the Director of Marketing and Sales prior to the opening of the Silver Spurs Arena. In 2006 he was promoted to General Manager, the position he holds today, continuing to oversee the 150 acre entertainment complex. During his time at OHP, Larson and his team continue to enhance and improve the facility and host many national and regional events, including the world's largest collector car auction, the Mecum Auto Auction, the Ram National Circuit Finals Rodeo, and the newly acquired Runaway Country Music Fest. The facility has finished third in the state of Florida for 4 straight years on the list of top grossing facilities of its size in the state, while attracting over 600,000 visitors annually.

Larson received a BA from Susquehanna University and a MA from Temple University. He is a graduate of Leadership Orlando, has served on the Board of Heavenly Hoofs, and is currently serving on the Board of Junior Achievement of Osceola County, the Osceola Resort Area Council and the Experience Kissimmee Board.

In addition to his OHP family, Larson's pride and joy are his wife of 32 years, Ceil, and his two sons, Adam (30) and Jacob (27).

## Greg Lee | Partner, BakerHostetler

Gregory Lee is a partner in the law firm of BakerHostetler in the Orlando, FL and Washington, DC offices. Lee has been involved in real estate development since 1994, and represents clients with regard to land use, local and state government, and real estate development matters. A large focal point of Lee's practice involves the sports and entertainment industry, specifically sports facilities, as he works on all sides of the complex transactional structures associated with governmental approvals, development, construction, occupancy and sponsorships involving such facilities. His representation includes professional sports leagues and associates, as well as ownership groups and teams. Lee is a leader of the national BakerHostetler Sports and Entertainment Industry practice team.

Lee has been a member of the Central Florida Sports Commission Board of Directors since 2010. He has served on the Executive Committee, several local organizing committees and was Chairman from 2013-2016.

## Alex Leitão | CEO, Orlando City Soccer Club

Alexandre Barreira Leitão is Chief Executive Officer of Orlando City Soccer Club, overseeing the Club's business operations and new business ventures focused on strengthening Orlando City's brand both domestically and internationally. He also sits on the Board of Directors for Orlando City.

Leitão was most recently the owner and president of sports marketing agency Octagon Brazil, part of Octagon Worldwide – the largest global sports and entertainment agency with 72 offices and more than 1,000 employees worldwide. Prior to starting Octagon Brazil, he spent 10 years with AB InBev, the largest brewery in the world, holding various roles in the marketing department.

Leitão is a recognized expert in strategic planning, helping organizations leverage premier sporting events to maximize brand exposure, sales and business development. He has managed relationships between various companies and globally recognized sports properties such as the Brazilian National Soccer Team, soccer superstar Kaka, IOC, and FIFA. Since 2001, he has successfully led projects for major sporting events such as the FIFA World

Cup (2002, 2006, 2010, 2014), FIFA Confederations Cup (2001, 2005, 2009, 2013), and Copa America (2001, 2007, 2011).

Leitão holds a degree in business administration from Universidade Federal do Rio de Janeiro, with specialization in Marketing from the University of California Riverside. He was recognized as one of Orlando Business Journal's CEOs of the Year in 2017.

## Mercedes McCall | Vice President, Sunshine Bank

Mercedes F. McCall is a well-known a banking industry and Hispanic business leader in the Central Florida community and currently serves as Sunshine Bank's Vice President. In her role as Vice President, McCall is responsible for developing new client relationships and serving as a community ambassador.

She is also well-known for her contributions to the Hispanic community in Central Florida, having served as the first female elected president of the Hispanic Chamber of Commerce, a founding member and past chair of the Hispanic Business Initiative Fund and a founding member of the Hispanic Scholarship Fund.

A resident of Central for over four decades, McCall resides in Southwest Orange County near her only son, John Montenegro, and his family. She has been recognized among the 25 Most Influential Hispanics in Central Florida by Ahora Magazine; has received the Hispanic Women Lifetime Achievement Award from La Prensa newspaper; and has been named the Don Quixote Professional of the Year, among many other accolades.

## Jon McGavin | General Manager, The Ritz-Carlton Orlando, Grande Lakes

Jon McGavin is the General Manager of The Ritz-Carlton Orlando, Grande Lakes. In this position he oversees operations of the hotel, which includes 582 guestrooms, a 40,000 square foot spa, over 110,000 square feet of indoor and outdoor meeting space and an 18-hole championship golf course designed by two-time British Open winner and PGA Tour icon Greg Norman. A veteran of the hospitality industry, McGavin has been with Marriott International for 20 years and this appointment marks his return to Grande Lakes Orlando.

McGavin began his career in the food and beverage division at the company's beachfront resort in Amelia Island in 1991 and moved to The Ritz-Carlton, Atlanta just in time to experience the excitement of the Summer Olympics in 1996. Two years later, he moved to The Ritz-Carlton, Cleveland as food and beverage director and then held the same role at The Ritz-Carlton, Marina del Rey in Southern California. After opening The Ritz-Carlton Orlando as food and beverage director in 2003, he was promoted to hotel manager in 2005. In 2007, McGavin had the opportunity to lead the team at The Ritz-Carlton, Buckhead as general manager before returning to Orlando in 2011 to accept his current position. Mr. McGavin holds a Bachelor of Science in Hotel and Restaurant Management from the University of Georgia.

## Allyson Meyers | VP & General Manager, WOFL-TV, WRBW-TV & WOGX-TV

Allyson M. Meyers was named Vice President and General Manager for the Fox owned and operated WOFL-TV, WRBW-TV station duopoly in Orlando, Florida and WOGX-TV Gainesville, Florida in January of 2013. She was promoted from General Sales Manager, where she served three-years at Fox owned and operated WTXF-TV, Philadelphia, PA.

Meyers held several positions in her eight years with Tribune Broadcasting in the Miami-Ft. Lauderdale area including station manager from 2008-2010, general sales manager from 2004-2007 and national sales manager from 2001-2004.

Meyers has served on non-profit boards that support causes including children and family issues. Current board positions include Visit Orlando, Orlando Inc., Central Florida Commission on Homelessness and the Florida Association of Broadcasters. Meyers holds a B.A. in Communications from the University at Buffalo along with an A.A.S. in Business Administration.

## Mike Millay | Managing Partner, Clancy's Sports Properties, LLC

Mike Millay, one of the original architects of ESPN Wide World of Sports, left the Walt Disney Company in 2014 to launch his own sports consulting company. Clancy's Sports Properties, LLC, is based in Orlando and specializes in strategic planning, facility development, sports event programming, and partnerships, as well as the development of event properties that drive economic value to communities.

Millay started with Disney in 1994 and helped design the successful business strategy behind Disney's Wide World of Sports complex in the early 1990's, including facility design, client negotiations, event programming, event management framework, as well as overseeing the complex sponsorship and marketing efforts. During his 19-plus years with Disney, Millay led the business development side of the complex focused on future facility growth, new events and partnership activations. He was a key player in the original relocation of the Atlanta Braves Spring Training home from West Palm Beach, the Amateur Athletic Union (AAU) headquarters from Indianapolis, and played an important role in helping facilitate the USSSA's headquarter relocation from Virginia to Osceola County. Additionally, Millay oversaw the company's runDisney initiative for the first 15 years of the program, building Disney's reputation in the running space by adding the half marathon components to the series and taking the race business out west with the launch of the Disneyland Half Marathon.

Prior to joining Disney, Millay served as a pioneer in the now well-established sports tourism industry, having helped create the Greater New Orleans Sports Foundation and the National Association of Sports Commissions. He currently is active with several local and national sport organization boards of directors such as the Central Florida Sports Commission, the DeVos Sports Business Management Program and the National Council of Youth Sports.

## John Saboor | Executive Vice President of Special Events, WWE

John Saboor joined WWE in September 2008 after working with the Central Florida Sports Commission for over 15 years. As the Executive Vice President of Special Events, John is charged with spearheading WWE's largest annual event, WrestleMania. His responsibilities include managing the process of determining future sites throughout the country, as well as overseeing key partnerships and planning for the numerous events that make up WrestleMania Week. He plays a key role in establishing and maintaining relationships within the public and private sectors, and ensuring a successful experience for both the Host Communities and WWE. Saboor works in a similar role to support other of WWE's major events, including SummerSlam, Royal Rumble, Survivor Series and Tribute to the Troops, an annual celebration created to entertain members of the United States Armed Forces around the holiday season.

Saboor is also very active in supporting and helping to manage other external relationships, including WWE's long standing multi-faceted partnership with Full Sail University in Orlando.

# Advisory Board

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## Jeff Altier | Director of Athletics, Stetson University

In more than 30 years of association with Stetson University, Jeff Altier has filled almost every possible role in the Athletics Department. He started as a student-athlete, playing for legendary coach Pete Dunn as a part of the Hatter baseball program.

Altier has spent his entire professional career building the Stetson University department of athletics, including the last 15 at the helm, and has taken the institution to new heights. Altier has worked tirelessly to level the playing field for women's athletics, increasing scholarships, participation opportunities and staffing. Under his tenure, Stetson has collected 15 conference championships, including unprecedented success in women's tennis, golf, soccer, basketball and softball. Altier has also left his mark on Stetson's facilities. The hallmark of his professional career was the building of Stetson's baseball facility, which has long been the calling card of Stetson's athletics program. In the softball realm, the 2003 construction of the Patricia Wilson Field brought four-time recognition as the Collegiate Softball Field of the Year.

Additionally, Altier has served on the National Association of College Directors of Athletics (NACDA) Division IAAA board of directors, the NCAA Academics Eligibility Compliance Cabinet and as a member of the prestigious NCAA Leadership Council. Locally he has served as president of the DeLand Rotary Club, vice-president of the DeLand Sports Redevelopment Association, and is a graduate of Leadership DeLand and Leadership Orlando. Altier was

honored as the West Volusia Sportsman of the Year for 2004, and in 2011 he was recognized by his peers in NACDA as the Under Armour Southeast Region Division I Athletic Director of the Year.

## Jessi Blakley | Director of PR and Communications, Tavistock Group

An accredited public relations veteran, Jessi Blakley has been developing integrated communications strategies and strategic planning across the Tavistock Group portfolio of companies for more than a decade. She has helped position the Impact Forum among the nation's leading healthcare innovation events and has been an integral team member in the development and growth of the Lake Nona Institute and Lake Nona Impact Forum since its inception. Blakley graduated with a B.A. in Communications and Public Relations from Auburn University.

## Paul Beirnes | Director Destination Marketing, Regional Marketing & eCommerce Americas, Hilton

Paul Beirnes is Director of Destination Marketing with Hilton representing the 14 brands within Hilton's portfolio. Paul joined Hilton as part of the newly launched Regional Marketing & eCommerce team where he is responsible for developing destination focused marketing campaigns and partnerships within Orlando, Tampa/St Petersburg, West Palm Beach/Boca Raton, Miami, Fort Lauderdale, The Florida Keys and Atlanta in a region that encompasses over 250 properties and nearly 50,000 hotel rooms.

Prior to joining Hilton in 2017, Paul served as Director of Global Marketing and Partnership Marketing for a total of 16 years with Visit Orlando where his responsibilities included the development and implementation of global consumer marketing campaigns, promotions, strategic partnerships, and broadcast initiatives.

Earlier career milestones include over 10 years as Marketing Manager with Disney where Paul's responsibilities spanned everything from Florida resident marketing and Brand Management, the launch of Animal Kingdom, the launch of Disney Cruise Line and manager of Disney's Annual Passholder program to name just a few.

Throughout his career, Paul has been a strong proponent to building partnerships within Orlando's sports community and chaired Orlando's Strategic Sports Council in the early 2000s in an effort to bring the community together to bid on marquee sporting events. Paul served for a number of years on the associate board with Florida Citrus Sports as well as Chairman of the Orlando Citrus Parade for over 5 years.

Paul graduated from the University of Guelph (Canada), with a double major in Economics & Management and resides in Clermont, Florida with his wife, Lynne, and daughter Ashley.

## Bud Beucher | Vice President and GM, Mission Inn Resort & Club

Bud Beucher is Vice President and General Manager of the Mission Inn Resort & Club. He has dedicated his life to the expansion of tourism and development in the greater Lake County area for more than 30 years. In 1979, Beucher graduated from the University of Arizona with a degree in Finance & Economics. It was in that same year that he arrived in Howey-in-the-Hills, FL to work at the Mission Inn Resort & Club.

Before serving as Vice President and General Manager, Beucher successfully served in roles as the Director of Sales and Rooms Division Manager. Beucher has been an integral part of the leadership team at Mission Inn, responsible for growing the business from a golf course operation to a full-service resort destination, with award-winning restaurants, a hotel & convention center, championship recreation and real estate developments. In addition to his time at Mission Inn, Beucher worked in Real Estate Sales Management for five and a half years at The Villages. He is also a member of the Republican Executive Committee.

## Bob Burns | Founder, RL Burns Inc.

Bob Burns was born and raised in North Philadelphia, PA. Upon graduation, Burns enlisted in the US Air Force where he, his wife Deborah and their young son Robert Jr. traveled while living on many air force bases throughout the U.S. and internationally. Burns has always had a knack for the arts and developed a hobby of photography, which he used to pass the time in the military.



After four years of service in the Air Force, Burns returned to Philadelphia. While trying to make ends meet he began to make his own furniture with the wood working skills he'd developed through school and part time jobs. With photos taken of this furniture, Burns created a portfolio which gained him acceptance to the Philadelphia College of Art (PCA) where he spent four years as a Furniture/Industrial Design major with a minor in structures & construction.

Burns decided to use his independent thinking and leadership skills to start his own business, Burns Construction Company, in 1987. After three years he found that starting his own business was much tougher than he thought. While evaluating the decision to continue with his own business, he was offered a position as Project Manager in Florida. Burns moved his family to Florida and began working for Wade Development. He gained experience working with the owner of the company during his first major project back in Philadelphia.

After four years in Corporate America, Burns felt as if he had reached the glass ceiling and decided give entrepreneurship another try. He opened RL Burns Inc., a general construction/ construction management firm in 1994, founded on the mission to provide quality construction for his clients and end-users. In March 2008, R L Burns Inc. celebrated its 14th Anniversary with the Grand Opening of their new Corporate Office. This long time dream was a project designed and built by Burns and allowed him to revisit his first love of wood working and furniture design. Today, Burns is an active board member of the Executive Board of The Central Florida Council for Boy Scouts of America, and the Selective Service Board.

## Michael Cantrell | Account Executive, Coca-Cola

Michael Cantrell has been with Coca-Cola for over 30 years and currently serves as a Customer Account Executive. In October 2016, he transitioned from Coca-Cola Refreshments to Coca-Cola Beverages Florida and now oversees Prestige Partnerships for Central and North Florida; his current responsibility includes Universal Orlando, Loews Resorts-Orlando, University of Central Florida and University of South Florida. Cantrell previously had responsibility for Tampa Bay Buccaneers, Tampa Bay Lightning, Daytona Speedway, Arnold Palmer Invitational and Orlando City Soccer.

In addition, Cantrell serves on the University of Central Florida Alumni Board and previously served on the Florida Citrus Sports Board of Directors. Cantrell is an active member of Central Florida Sports Commission local organizing committees for special events including WrestleMania and March Madness. Outside of work, Cantrell donates his time to Habitat for Humanity, Florida Citrus Sports Foundation and The First Tee.

## Garry Capton | President, FAIRWINDS Foundation

In 2017, Garry Capton was named President of the newly created FAIRWINDS Foundation, a non-profit 501(c)(3) organization dedicated to helping individuals create and achieve a path toward financial responsibility, security, and freedom. A long-time *FAIRWINDS* crewmember, Capton previously served as Vice President of Community Affairs where he oversaw a multitude of partnerships, sponsorships, and philanthropic endeavors. Capton was selected after successfully serving as *FAIRWINDS*' Vice President of University Partnerships, managing the credit union's partnership as the Official Student Banking Partner of the University of Central Florida.

Capton received his B.S. from Florida State University and his M.S. in Counseling and Psychology from Palm Beach Atlantic University. He currently serves as the Chair for the UCF Community Council and as the Chair for Eurasia Partners. Originally from West Palm Beach, Capton has called Central Florida home since 2004.

## Wendy Connor | President, TRUE Marketing

Wendy Connor is the fearless leader at Team TRUE - a family of businesses based in downtown Orlando that includes TRUE Marketing, The MEZZ, The Abbey and Shaker's Bar Catering. The MEZZ and The Abbey are two of the area's most coveted event spaces. TRUE Marketing houses a comprehensive marketing and public relations consulting team, graphic design department, social marketing strategy team and full service, in-house video production.

In addition, Connor is the Chairman of the Downtown Development board, president of the Thornton Park Main Street District Board of Directors, executive board member for New Hope For Kids, board member for See Art Orlando, and served on local organizing committees for NCAA March Madness, WrestleMania 33 and the Social Engagement Committee for the EDC.



## Sean DeMartino | President of Central & North Florida, Coastal Construction

As President of Coastal Construction's Central and North Florida Division, Sean DeMartino leads all business operations including acquisitions and administration.

A widely respected industry veteran, DeMartino enjoys more than 30 years as a proven construction leader, heading a variety of mid and large scale projects spanning the hospitality, entertainment, corporate office, large public assembly, mixed use, multi-family, aviation, upper level education, and governmental sectors including clients such as Walt Disney, Universal Orlando, LYNX and the Orlando Magic. DeMartino's efforts and expertise can be seen in some of the most significant and iconic structures in the region, including the Dr. Phillips Center for the Performing Arts, the Peabody Hotel (now the Hyatt Regency Orlando), and the Harris Corporate Headquarters and High Technology Center in Palm Bay, FL. In addition, DeMartino led the construction of projects in Hawaii and the Caribbean.

Active in civic circles, DeMartino is involved in a variety of professional and philanthropic organizations including Vice Chairman at Heart of Florida United Way, Junior Achievement and Junior Achievement Academy of Central Florida and was the 2017 Co-Chairman of the Orlando Economic Partnership. He is wholly committed to Central Florida's continued development both economically and culturally.

Coastal Construction Group and the Murphy family have been building projects throughout Florida for more than five decades and have earned a reputation as one of the leading contractors in the state and the Southeast. Coastal currently has operations in Miami, Palm Beach, Orlando, Naples, Tampa and the Florida Keys, and has significant experience in commercial, hospitality, single and multi-family residential, educational, government-related facilities and disaster recovery projects. Coastal has built more than 50 hotels and resorts in Florida, including the Ocean Reef Club, Deering Bay Yacht and Country Club, Boca Grande, Fisher Island Club, St. Regis Resort & Residences, Bal Harbour, the Miami Beach Edition, The Ritz Carlton South Beach, SLS Miami Beach Hotel, Four Seasons, Faena Hotel, as well as numerous South Florida condominiums, office buildings and schools, such as the Mansions at Acqualina, Porsche Design Tower, Residences by Armani Casa, and the Bacardi World Headquarters. Coastal expanded to Central and North Florida in mid-2017 with DeMartino at the helm of its growth strategy in this market.

## Kevin Endsley | Senior Director, Franchise Development & Innovation, Golf Channel & NBC Sports

Kevin Endsley is responsible for the development and growth of golf-specific franchises within NBC Sports Group, primarily on Feherty, the self-titled show of Emmy-nominated television personality David Feherty. Endsley's main areas of focus include enhancements to television and digital programming, along with cross-network opportunities by maximizing partnerships both internally across NBC Universal and through external partners.

## Tim Giuliani | President and CEO, Orlando Economic Partnership

Tim Giuliani is the president and CEO of the Orlando Economic Partnership, the new entity that resulted in the merger of the Central Florida Partnership and the Orlando Economic Development Commission. The Orlando Economic Partnership works to provide the Orlando region with quality jobs, economic growth, broad-based prosperity and a sustainable quality of life.

Before coming to Orlando, Giuliani led two combined economic development/chamber organizations—the Greater Raleigh Chamber of Commerce and the Gainesville Area Chamber of Commerce. He also worked as the vice president of corporate outreach and engagement for the Florida Chamber of Commerce.

## Mike Harris | President and COO, Uproar PR

Mike Harris is President and Co-Founder of Uproar PR. Founded in 2011, Uproar PR is a consumer and technology public relations agency with offices in Orlando, Chicago, New York and Toronto. Harris works directly with clients to

devise creative, out-of-the-box public relations and social media campaigns. He also manages the company's consumer facing technology team, with clients including Bionym, Thalmic Labs and PUSH, to name a few.

Harris is in charge of strategic direction for technology clients. He focuses on helping clients tell their brand stories through an integrated PR campaign centered around the company goals. Harris and his team has recently garnered coverage for clients on CNN, MSNBC, ABC Nightly News, The Today Show, and a product demonstration on CSI, just to name a few. Prior to founding Uproar PR, Harris was Vice President and head of East Coast operations for a San Francisco-based tech PR agency. He also spent 10 years in local and network television, producing full-length broadcasts for CBS, ABC, ESPN and the NFL Network. Harris has a B.A. degree in journalism from the University of South Florida, and is on the executive board of the Make-A-Wish Foundation.

## Garry Jones | President, Full Sail

As President of Full Sail University, Garry Jones is one of the prime catalysts of the university's forward motion. By working with the executive management team and regularly interacting with faculty, staff, students, and alumni, he works to ensure that the school's progress maintains the culture – or “heartbeat” – of the institution.

Jones served as a consultant during the creation of Full Sail, and in 1980, he joined the faculty as an educator in the school's Recording Arts curriculum. From 1980 to 1999, he served in a variety of capacities, including those of Course Director, Director of Education, Director of Career Development, Vice President of Admissions, and Senior Vice President. Jones was promoted to the role of President in 1999.

During his time as President, Full Sail University has been recognized among the “Top 25 Graduate & Undergraduate Schools to Study Game Design” by The Princeton Review, the “Best Music Programs” by Rolling Stone magazine, the “Top 25 Music Schools” by The Hollywood Reporter, and the “Top 50 Film Schools” by The Wrap magazine. In addition, Full Sail was named the “School/College of the Year” by the Florida Association of Postsecondary Schools and Colleges, one of the “Best for Vets Colleges” by Military Times EDGE magazine, and received Apple's “Innovators in Education” award. In 2009, ITFlorida named Jones “IT Leader of the Year” for his commitment to furthering the advancement of technology through education.

Currently, Jones serves as a trustee of The Nature Conservancy Florida Chapter, as well as serving on the President's Advisory Council of Bluefield College. Previously, he has served as an executive member of the Local Organizing Committee for WrestleMania 33, on the board of the Florida Motion Picture and Television Association, and the Goals 2000 Committee - a public/private sector council organized under the auspices of the Industrial Development Commissions of Greater Orlando.

Originally from Christiansburg, Virginia, Jones attended Bluefield College for his associate's degree, and Virginia Tech, where he earned a Bachelor of Science in Psychology. He resides in Winter Park, Florida with his wife and best friend of over 30 years, Isis.

## Frank Kruppenbacher | Attorney, Morgan & Morgan

Frank Kruppenbacher is an attorney practicing in Orlando, Florida. He attended Mount Saint Mary's University in Emmitsburg, Maryland where he graduated magna cum laude, and New York Law School where he graduated cum laude. He subsequently attended the Harvard Graduate School of Education program on public engagement. He has clerked for the Honorable Arnold Fraimon, New York Supreme Court, Manhattan and Honorable Stanley Lesser, United States Bankruptcy Judge, Southern District of New York.

Kruppenbacher has been the Chairman of the Board at Greater Orlando Aviation Authority at Orlando International Airport since April 18, 2012. In October of 2008, Kruppenbacher was appointed to the Florida Commission on Ethics by then Florida House Speaker, now U.S. Senator, Marco Rubio. He previously served on The Florida Commission on Sales Tax Reform as an appointee of Governor Jeb Bush. Kruppenbacher currently serves as a gubernatorial appointment on the Orlando Aviation Authority and Board Member of A Gift for Teaching and The Florida Virtual School/Pearson joint venture. Together with Dr. David Moser, M.D., Kruppenbacher founded the charity “For The Children” to meet with unfunded needs of children.

## Jesse Martinez | General Manager, The Alford Inn

Jesse E. Martinez, General Manager of the award winning Alford Inn at Rollins. With his strong leadership the hotel has been globally and nationally recognized by Travel & Leisure and Conde Nast as Top 100 Hotels in the World, the Best Hotel in the State of Florida along with being ranked in the top 10 best hotels in the U.S.

Martinez is a seasoned management professional with 19 years of hospitality leadership experience in luxury and convention business. He has served in upper management positions to include General Manager with AAA Four Diamond branded hotels such as Marriott, Hilton and Starwood and Area Security Director for Hilton Hotels San Antonio.

Martinez has been awarded the General Manager of the Year for Crescent Hotel & Resorts and Yedla Hotels. He received his Bachelor of Arts degree from the University of Texas at San Antonio and a Criminal Justice Associates Degree from the Community College of the Air Force.

Martinez is a 22 year veteran of the United States Air Force, retiring in January of 2011. He currently serves as the Treasurer of the Central Florida Hotel Lodging Association, sits on the Orange County Tourism Development Council, serves on the Executive Committee of the Winter Park Chamber of Commerce, a member of SKAL Orlando Chapter and is a graduate of Leadership Winter Park Class 26.

## Steve Mauldin | Co-CEO, CNL Financial Group

As co-CEO, Stephen Mauldin oversees CNL's enterprise-wide real estate investment and fund management, legal, compliance and other corporate functions while jointly managing capital markets activities and day-to-day operations for the Orlando, Fla.-based firm. Since its founding in 1973, CNL has formed or acquired entities representing more than \$34 billion in assets.

Beginning in late 2011, Mauldin served as CNL's group president-real estate investments and led a multidisciplinary team responsible for over \$5 billion of new investments in healthcare, multifamily and leisure properties, along with a comparable amount of disposition activity.

Prior to joining CNL, Mauldin was president, chief executive officer and a member of the board of directors of Crosland, LLC, a privately held, multi-billion dollar Charlotte, North Carolina-based real estate development and asset management company. Mauldin previously spent eight years as a principal and founding partner of private investment and operating firm Crutchfield Capital, LLC. He also held various positions with Security Capital Group, Inc. after beginning his career as commercial real estate lender in the metro-Tampa, Fla., market.

A life-long sports fan and former professionally drafted, collegiate and academic all-American athlete, Mauldin is passionate about the role sports play in developing all aspects of a community.

## Doug Patterson | Sr. Administrator, Athletics & Activities, OCPS

Doug Patterson is originally from Ithaca, NY. A graduate of Butler University, he played Division I Lacrosse for the Bulldogs while he earned his bachelor's degree in Secondary Education. After coaching at Butler for a year, he moved to Florida and obtained his master's degree in Education Leadership from Stetson University.

Patterson has worked for Orange County Public Schools for 15 years, the majority at Boone High School. For 11 of his 13 years at Boone, he served as the school's Director of Athletics. Patterson then moved into the Sr. Administrator of Athletics and Activities role for OCPS in the summer of 2016, where he currently oversees the middle and high school athletic programs for OCPS. Other roles include Title IX coordinator, school based clubs, Athletic Trainers and JROTC. Patterson has served on numerous committees and boards for the Florida High School Athletic Association and the Florida Interscholastic Athletic Administrators Association. He has also served as a speaker and instructor for the FIAAA, Florida Athletic Coaches Association and National Interscholastic Athletic Administrators Association.

## Rick Pullum | Market President of Central Florida, IBERIABANK

Rick Pullum has been Market President of the Central Florida Region at IBERIABANK since August of 2015. He previously served as an Executive Vice President and Commercial Banking Group Manager for IBERIABANK's Central Florida Market. Prior to that, he oversaw Old Florida Bank's commercial lending and treasury management functions as the Chief Commercial Banking Officer.

Pullum started his banking career with Colonial Bank in the Credit Department as an Analyst before moving into a commercial lending position. He was responsible for managing Colonial's real estate lending group in Central Florida. Pullum earned his Bachelor's Degree in Finance and Real Estate as well as his MBA from Florida State University.