



## 2019 Scenic Symposium: Beauty is Good for Business!

**October 24 - 25 at Hyatt Place Sandestin at Grand Boulevard**

### **Symposium Hotel**

Hyatt Place Sandestin at Grand Boulevard (325 Grand Blvd, Miramar Beach, FL) is offering a group rate of \$99/night. [Click here](#) to make reservations online or call 850.650.7611 and request the Scenic America group rate.

### **Symposium Registration**

[Click Here](#) to register! There is a \$75 registration fee.

### **Symposium Schedule**

#### **Thursday, October 24<sup>th</sup>**

5:00pm – 7:00pm Welcome Reception, Hyatt Place Meeting Room

Join Scenic America Board members, staff, affiliates from around the country, and local friends as we kick off the symposium with cocktails (cash bar) and heavy hors d'oeuvres provided by Emeril's Coastal Italian.

**Keynote Speaker – Louisiana Lieutenant Governor Billy Nungesser**

#### **Friday, October 25<sup>th</sup>**

8:30am – 4:00pm Symposium, Hyatt Place Meeting Room

Enjoy a symposium on scenic conservation and the value of scenic principles. Registration includes breakfast, lunch and refreshments.

## October 25th Agenda

**8:30am: Registration and Breakfast**

**9:00am: Introductory Remarks**

Ryke Longest, Esq., Scenic America Chair  
Mark Falzone, Scenic America President

**9:15am: Scenic Byways and Highways: Roads to Prosperity**

- Jeff Caster, FDOT State Transportation Landscape Architect - The Economic Value of Roadway Landscaping
- Danielle Anderson, Friends of A1A Scenic & Historic Coastal Byway, Director and Byway Administrator – What a Byway Means to Local Economies
- Mark Falzone, Scenic America President - National Scenic Byways Legislation

**10:15am: Break**

**10:30am: The Case for Undergrounding Overhead Utilities**

- Jerry Warren, Warren & Associates
- Schef Wright, Gardner, Bist, Bowden, Bush, Dee, LaVia & Wright, P.A.
- Florida Power & Light – Pilot Program Undergrounding Distribution Laterals
  - Enrique Formoso, Manager of Lateral Hardening
  - Jessica Pimentel, Manager of Customer Relations and Project Controls

**11:30am: Lunch followed by Utility Undergrounding Case Studies**

- Thomas G. Bradford, Former Palm Beach Florida Town Manager
- Daniel D'Alessandro, Winter Park Florida Electric Utility Director
- Dr. Daniel J. Comerford, III, Mayor of Jupiter Inlet Colony Florida

**1:00pm: Placemaking – The City of Pensacola's Success Through Scenic Initiatives**

- David Bailey, Rosemary Beach Town Manager
- Sherry Morris, City of Pensacola Planning Services Administrator
- Victoria D'Angelo, City of Pensacola Assistant CRA Administrator

**2:00pm: Break**

**2:15pm: Billboards, Signage and Lighting – What's the Big Deal?**

- Ed Magowan and Ron Fairbanks, Delegates of International Dark-Sky Association
- Joyce Feld, Scenic Knoxville – Improving Knoxville's Aesthetics
- Ryke Longest, Esq., Scenic America Chair – Billboard and Signage Legal Update

**3:00pm: Panel Discussion - Benefits to Businesses of Implementing Scenic Principles**

- Mike Kerrigan, Corporate Director of Marketing, The St. Joe Company
- Jerimi Nuckolls, Vice President Planning & Entitlements, Howard Group
- Dan Bailey, Owner and President, Amavida Coffee and Trading Company

**4:00pm: Closing Remarks**

Mark Falzone, Scenic America President  
Ryke Longest, Esq., Scenic America Chair