

Sustainable
& Authentic
Florida



CONFERENCE

Anna Maria Island

OCTOBER 17-19, 2012

sustainableandauthenticflorida.com



WELCOME to the 2012 Sustainable & Authentic Florida Conference. We are part of a milestone gathering that will help shape Florida's future. We will ask how we can all live together in more creative and rewarding ways than we have yet imagined. We're happy to have you join the conversation.

Herb Hiller
Conference Director

Caroline McKeon
Associate Director

Presented by;



Preserving local character one home at a time.

In association with:



CONFERENCE SCHEDULE

Wednesday, October 17, 2012

12:00-1:15 Lunch & Welcome

Arrive Florida Maritime Museum, Historic Cortez Village for an Old Fashioned Fish Fry sponsored by Star Fish Company. On-site registration. Welcome by Elliott Falcione, Executive Director Bradenton Area Convention & Visitors Bureau and Conference Director Herb Hiller.

1:15-2:00 Speaker

Peggy Bulger, Ph.D., Immediate Past Director, American Folklife Center, Library of Congress

2:00-2:15 Q & A

Facilitated throughout the Conference by Duane De Freese, Ph.D., Vice President Science and Business Development AquaFiber Technologies Corporation, Orlando

2:30-3:30 Walking Tour

Discover the longest continuous working fishing village in the State of Florida as you tour historic Cortez Village and A.P. Bell Seafood Company. Welcome by owner Karen Bell.

3:30-4:00 Q & A

4:00-6:00 Free Time

Registrants drive to Anna Maria Island and check into the Tradewinds Beach Resort Cottages, explore the Island and relax.

6:15 - 6:30

Registrants arrive at South Coquina Pier boat ramp (transportation by trolley or car from hotel) and board the Island Pearl for a sunset cruise along Sarasota Bay.

6:30 sharp Sunset Cruise

Leave South Coquina Pier aboard Island Pearl. View two nature preserves, Leffis Key and Sister Keys, restored by local conservationists. Tour leader for Leffis Key: Charlie Hunsicker, Director Natural Resources Department Manatee County. Tour leader Sister Keys: Rusty Chinnis, owner Rusty Chinnis Images and preservationist.

7:15-7:30 Disembark for Dinner

at Mar Vista Dockside Restaurant & Pub on North Longboat Key

7:30-9:00 Dinner

Enjoy fresh seafood dining at this regionally authentic Florida waterfront favorite under the buttonwood trees. Cash bar. Welcome by Ed Chiles, Owner Mar Vista. Return by boat to Pier, by trolley and car to lodgings.

THURSDAY, OCTOBER 18, 2012

7:30-8:30 Breakfast & Registration

Transportation by trolley or car in groups from lodgings to Studio at Gulf and Pine. Continental breakfast sponsored by The Feast Restaurant. On-site registration.

8:30-8:45 Welcome and Introduction

by Island Players Theater's Dolores Harrell and Herb Hiller

8:45-9:30 Speaker

Gary Mormino, Ph.D., Florida Studies Program University of South Florida

9:30-9:45 Q & A

9:45-10:45 Sustainable & Authentic Florida Presentation

Wakulla and Franklin Counties. Team leader, Robert Seidler

10:45-11:00 Q & A

11:00-11:15 Break

11:15-noon Speaker

John Moran, photojournalist-humanitarian

Noon-12:15 Q & A

12:15-1:00 Walking Tour

Discover the heart and soul of Anna Maria on historic Pine Avenue, the "Greenest Little Main Street in America". Tours by Ed Chiles, Mike Coleman, and Mike Miller.

1:00-2:30 Lunch

at Village Cafe at Rosedale in Historic Green Village. Welcome by Tom Stockebrand. Guided and self-guided tours.

2:45-3:30 Speaker

Bruce Stephenson, Ph.D., Rollins College Masters of Planning in Civic Urbanism Program in Urban Studies

3:30-3:45 Q & A

3:45-4:30 Sustainable & Authentic Florida Presentation

Miami Beach. Team Leader, Denis Russ

4:30-4:45 Sustainable & Authentic Florida 2.0

4:45-6:45 Free time

Return to lodgings by trolley or car

6:45-7:00 Arrive for Dinner

BeachHouse Restaurant, Bradenton Beach. Transportation by trolley, car, foot from lodgings.

7:00-9:00 Dinner

BeachHouse Restaurant. Cash bar. Welcome by Sissy Quinn, Anna Maria Island Preservation Trust and by David Teitelbaum, Anna Maria Island Resorts. Return to lodgings.

FRIDAY, OCTOBER 19, 2012

7:30-8:30 **Breakfast & Registration**

Transportation by trolley or car from lodgings to Studio at Gulf and Pine. Continental breakfast sponsored by The Feast Restaurant. On-site registration.

8:30-9:15 **Speaker**

Clay Henderson, J.D., Attorney, Holland & Knight, Orlando; environmental leader

9:15-9:30 **Q & A**

9:30-10:30 **Sustainable & Authentic Florida Presentation**

DeLand. Team Leader, John DuPree

10:30-10:45 **Break**

10:45-11:30 **Speaker**

Bob McNulty, Founder & President, Partners for Livable Communities, Washington, DC

11:30-11:45 **Q & A**

11:45-12:45 **Concluding Discussions and Evaluations**

Led by Duane De Freese

12:45-1:00 **Farewell**

Conference Associate Director Caroline McKeon and Director Herb Hiller

STUDENT SCHOLARSHIPS

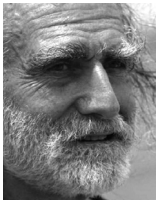
Today's college students are the policy shapers and stewards of tomorrow. Their energy and creativity will bring a welcome dimension to the conference conversation. Generous contributors to student scholarships include the following:

Sharon and Bob Blanchard, Little Everglades Ranch, Dade City
Tracey Gallentine, Ameresco, Tampa
Thomas "Kit" McKeon, Vice Mayor City of Venice
Richard Gulotta, Bradenton
George Neary, Greater Miami & the Beaches Convention & Visitors Bureau
Valerie Seidel, Balmoral Group, Winter Park
John Waldron, Florida Outdoor Recreation Coalition, Tallahassee
Laurilee Thompson, Dixie Crossroads Restaurant, Titusville

The Conference would not have been possible without our creative and can-do team.

Sissy Quinn, President Anna Maria Island Preservation Trust	Rusty Chinnis, photographer
Caryn Hodge, Marketing Director Sandbar, Mar Vista & BeachHouse Restaurants	Andy Fairbanks, social media and blogger
Linda Kubecka, Kubecka Design Studios	Dolores Harrell, Island Players Theater
Dave and Jennifer Shafer, Shafer Consulting	Tommy and Julie Fagen, Studio at Gulf and Pine
Ronda Ryan, Conference Assistant	Charles Clapsaddle, Manatee Educational Television
	Katy Demick, Anna Maria Island Resorts
	Anitra Bruce, Anna Maria Island Resorts

Meet Our Presenters



Herb Hiller, Conference Director, organizes programs about placemaking. Programs have included the Miami-Bahamas Goombay Festival, revival of the long dormant Florida bicycling movement, a conference in Puerto Rico that re-focused Caribbean tourism on locally resourceful business development, introduction of the Great Florida Birding Trail, and projects for the East Coast Greenway Alliance. He has published three books about placemaking.



Caroline McKeon, Conference Associate Director, is a seasoned communications professional and owner of Florida Journeys Communications (www.floridajourneys.com) a full service company that specializes in creating strategic communications and branding campaigns that promote the economic value of Florida's natural and cultural heritage. Since 1998, she has been developing, writing, producing and distributing Florida content that captures Florida's unique sense of place. Her big picture vision, ability to integrate complex subjects and attention to detail translates her client's message into a visual format and recognizable brand. Prior to launching her own company McKeon developed and acquired television programming for national cable networks The Discovery Channel and The Travel Channel.



Margaret Anne (Peggy) Bulger, Ph.D., retired director of the American Folklife Center at the Library of Congress (1999-2011) began her career in Florida, culminating as administrator of the Florida Folklife Program. She has held top positions with the Southern Arts Federation and the American Folklore Society. Peggy has co-authored, co-produced and edited many publications and recordings. In 2011, she was awarded the Benjamin Botkin Award for outstanding service to public folklore. She now serves on the Florida Folklife Council.



Duane E. De Freese, Ph.D. For 30 years, Duane has been a champion of common-sense conservation in Florida, recognized for his ability to "see the big picture." He integrates environmental, economic and social considerations into a vision for Florida's future. Duane currently serves as Sr. Vice President of Science and Business Development for AquaFiber Technologies Corporation in Orlando, FL. AquaFiber's innovative technology solutions meet at the intersection of clean water, human health, and alternative energy.



Clay Henderson, J.D. Clay is a titan of Florida environmental policy. He has been president of Florida Audubon Society, served on the Florida Constitution Revision Commission, sponsored Conservation Amendments ratified by vote in 1998, and co-authored the "Save Our Everglades" constitutional amendments ratified in 1996. He developed the first county endangered lands acquisition program, and helped launch Preservation 2000 and Florida Forever. He is Senior Counsel with Holland & Knight, Orlando, and practices in the areas of environmental law, land use, and Smart Growth.



Bob McNulty, founder and president of Partners for Livable Communities, champions public and private partnerships for revitalizing American cities. Partners networks 1,000 organizations that range from the World Wildlife Fund to the Urban Land Institute, and has become the national leader on issues of livability and better communities. Partners embodies the diversity and consensus building needed in the recovery of the American city. Bob has been a Loeb Fellow at the Harvard Graduate School of Design; and has served as Acting Director of the Columbia University Graduate Program in Historic Preservation.



John Moran's work celebrates Florida born of water and blessed with beauty beyond measure -- work that has been called "exquisite," "lyrical," "breathtaking" and "like nothing I have ever seen." In photographs and words, John captures the best of vanishing natural Florida. National Geographic, Life, Time, Newsweek, Smithsonian and The New York Times Magazine have all shown his work, the National Audubon Society Field Guide to Florida on its cover. His photograph of alligators at dusk at Paynes Prairie State Park was the top-placing American photograph in the United Nations Earth Summit photo contest.



Gary Mormino, Ph.D., retired from the University of South Florida as Frank Duckworth Professor of History and co-director of the Florida Studies Program will next write more Florida best-sellers. His multi-prize winning “Land of Sunshine, State of Dreams: A Social History of Modern Florida” is a seminal study in state history. Gary frequently contributes op-eds and columns to leading Florida papers. In 2003, the Florida Humanities Council named him its first Humanist of the Year. Florida Trend Magazine earlier this year profiled Gary as a Florida Icon.



Bruce Stephenson, Ph.D., directs the Masters of Planning in Civic Urbanism program at Rollins College. His books, editorials and journal contributions examine the intersection of environmentalism and city planning, and authenticity as an overlooked factor in economic development. “Visions of Eden” analyzes city planning since John Nolen in 1923 drew Florida’s first plan for St. Petersburg. A second book – “John Nolen and the Promise of a New Jerusalem Urbanism” – is forthcoming. Bruce is a Florida Humanities Council scholar and contributor to the PBS documentary, “Imagining a New Florida.”

PRESENTING TEAMS

COASTAL MANATEE COUNTY

Coastal Manatee County is a collection of waterfront towns and preservation lands that embody authentic and sustainable Florida. Historic Cortez Fishing Village is the longest continuous seafaring village in the State of Florida; Anna Maria Island, home of Bradenton Beach, Holmes Beach and Anna Maria, has become quietly famous for its laidback, low-rise neighborhood character. Robinson Preserve, Emerson Point Preserve, and Leffis Key testify to the economic value Manatee County places on its natural heritage; and downtown Bradenton along the Manatee River is undergoing a historic renaissance.

Team Leaders Ed Chiles, Sandbar, Mar Vista & Beachhouse Restaurants
David Teitelbaum, Anna Maria Island Resorts
Elliott Falcione, Bradenton Area Convention & Visitors Bureau
Charlie Hunsicker, Manatee County Natural Resources
Karen Bell, A.P. Bell Seafood Company
Rusty Chinnis, Rusty Chinnis Images

WAKULLA AND MAINLAND FRANKLIN COUNTY

Both Wakulla and Franklin counties claim well more than half their lands in public ownership, and most of their coasts as well. No place in the bi-county region numbers even 4,000 people. Wakulla will soon become home to Florida’s first environmental institute, financed by a \$4.5 million legislative award, and based at Tallahassee Community College’s Crawfordville Center, already home of a successful Green Guide certificate program.

Team Leaders Robert Seidler, Seidler Productions
Dixie Partington, Dixie Theatre, Apalachicola
Jerry Partington, Dixie Theatre, Apalachicola
Jack Rudloe, Gulf Specimen Marine Laboratories and Aquarium, Panacea Fl

MIAMI BEACH

Walt Disney World in 1971 began capturing Florida family tourism, Miami Beach saw a replacement market in casino gambling. However, voters twice rejected the move. During this same time, art historian Barbara Capitman “discovered” the city’s Art Deco architectural heritage. In a long-shot insurgency, Barbara and “Miami Vice” not only resurrected Miami Beach tourism. The city’s re-focus on heritage resources drew innovative investors and creative young newcomers. Miami Beach again became world famous while greatly influencing the renewal of Florida downtowns everywhere.

Team Leaders Denis Russ, founder, Miami Beach Community Development Corporation
Jack Johnson, Miami Design Preservation League
Luiz Rodriguez, Environmental Coalition of Miami Beach
Gabriole Van Bryce, Dream in Green
George Neary, Greater Miami & the Beaches Convention & Visitors Bureau
Elizabeth Wheaton, City of Miami Beach Environmental Division

DELAND AND NORTHWEST VOLUSIA COUNTY

Three big changes planned for DeLand in the next four years will likely strengthen the “good bones” of this Volusia County seat, long a model of smart growth. The city’s 29,000 residents fight to keep the “Palmetto Curtain” of protected lands that limits westward sprawl by Daytona Beach. They view their city as the hub of West Volusia, a name noplacement on maps but etched in rural heritage.

Team Leaders Susan DuPree, civic advocate
John DuPree, retired judicial administrator
Geof Felton, contractor
Mark Shepherd, filmmaker North Avenue Studios

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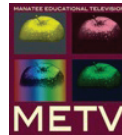
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