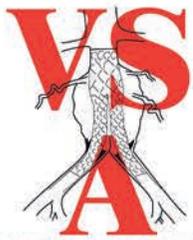




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GREATER TALLAHASSEE CHAMBER OF COMMERCE

2021 ANNUAL REPORT



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# Letter from Our Chair



If you think this Chamber Board Chair “look back” letter is going to start with policies or metrics, I’ve got a changeup to throw at you.

I want you to envision being in a special needs classroom at Ruediger Elementary. A young student’s eyes get as wide as saucers when the teacher hands him something written by an employee at a Chamber business – Brown & Brown Insurance. The boy exclaims: “I got a letter!” Picture that face and the beaming smile of the Brown & Brown employee who wrote the letter and you understand the type of impact the Chamber’s Classroom Connection program has had this year.

“I’ve got a letter!” is a metaphor for the entire business community – whether it be a new purchase from a Chamber-area business, a new offer letter for local employment or a new award for excellence in the workplace, Tallahassee’s private sector has shined in 2021, even during these difficult times. Now, you know a list of accomplishments is coming, but it is so impressive I hope you’ll linger for a moment on what your Chamber has done in a year of extraordinary challenges and changes:

- We developed a cutting-edge Community Scorecard, after input from the City, County, Office of Economic Vitality and School District to measure our community’s progress. We’ve seen positive movement in almost every category.
- We brought the business community together, forging a historic partnership between our Chamber, the Big Bend Minority Chamber, the Capital City Chamber and NEBA to support the vital Northeast Gateway and Airport Gateway projects which will ease pressure on our precious canopy roads and spur job growth.
- We increased engagement, visibility and advocacy at all City and County Commission and Blueprint Intergovernmental Agency meetings.
- We created the Talent Pipeline Management program and TalentHub to help local businesses fill gaps in employment, with a focus on the particularly hard-hit healthcare and IT fields.

- We helped lead the county’s Leon Works program, integrating it into the Leon County Schools career planning.
- We have and will continue to engage with the City on codes and other policies that need to remain friendly to job-creating development projects.
- We launched a new focus on community and prosperity, engaging with all areas of the community and partners to focus on underserved areas.
- And we returned to our hugely successful Annual Community Conference after a one-year absence due to the pandemic.

You should know that ALL the credit for these accomplishments goes to Chamber President/CEO Sue Dick, who is truly one of our community’s finest assets and from whom I’ve learned so much this year. She and I are both supported by an incredible staff and a highly engaged board.

It has been an honor to chair this organization’s Board and I know incoming chair Sammie Dixon will lead the Chamber to new heights in 2022.

A handwritten signature in black ink, appearing to read 'JBS' followed by a flourish.

**JAY SMITH**

*Vice President, Ajax Building Company  
2021 Chair, Greater Tallahassee  
Chamber of Commerce*

# Community Scorecard

Florida is the third most populous state in the country and by 2030, the Capital City will need more than 17,500 new jobs to be prepared for the future. At the beginning of the year, we set out to be much more active in advocating for job growth and a strong business climate. With that was the launch of The Community Scorecard, a data-driven approach that measures progress as we work to develop high-wage jobs, diversify the economy, and create a vibrant future.

We strongly believe our community is headed in the right direction with the progress we made this year, even as we acknowledge there is much more work to do in 2022.



*\*Due to COVID affecting participation in the American Community Survey, the Census Bureau announced that calculations would be too unreliable and are therefore not publishing data for 2020.*

# Economic Competitiveness & Business Climate

If you want proof that your Chamber membership matters, look no further than our work on economic competitiveness and the business climate. We truly fulfilled our mission of advancing policies that promote a welcoming business environment and job growth.

Here is what we worked on in 2021 (and continue to work on today):

- Engaged in the ongoing process of overhauling the **City of Tallahassee’s Code and Comprehensive Plan** changes, ensuring planners had business-friendly input.
- Also engaged on a variety of other planning efforts, including the **Neighborhood Compatibility Ordinance**, a reevaluation of Deviations and Variances, the so-called **“Glitch” Ordinance**, the **Comprehensive Plan Land Use Element** update and the **Alternative Mobility Funding Systems Study (Concurrency vs. Mobility Fees)** – all of which are vital to our community’s ability to grow jobs.
- Coordinated with city to initiate discussions about **commercial permitting hurdles**.
- Engaged city leadership — particularly Mayor Dailey and the **Airport Advisory Council** for site readiness exercises to develop shovel-ready areas at and around the airport.
- Actively participated with the **Magnetics Task Force**.
- Tracked potential public and private business partnerships with the **Mag Lab** and strategized new Mag Lab business opportunities.
- Engaged in planning and visioning for a new local **Magnetics Conference**.

In addition, your Chamber dramatically ramped up its involvement in key issues impacting our community. We did so through a “JobsNow” lens – that is, making the case that job growth is key to our future. We advocated for the following projects:

- **Northeast Gateway Project**
- **Airport Gateway Project**
- **Downtown Hotel Property Sale**
- **Gaines Street Property Sale**
- **FSU and FAMU Stadium Improvements**

We are pleased to report that all of these projects moved forward.



# Talent, Workforce & Education



Our region is facing a workforce crisis driven by a talent shortage, talent gap and the need for more than 17,500 more jobs by 2030. This year, the Tallahassee Chamber, along with local workforce and education partners came together to identify ways to elevate our region as the Talent Capital of Florida, driving job creation and education opportunities.

- Partnered with Leon County in September of 2021 to bring **Leon Works**, a virtual career expo, to our region's middle and high school students. Eighty-four local businesspeople in eight different industry sectors spoke to almost 3,000 students over the course of two days for a total of 200 speaking sessions
  - *84 local employer speakers, 70 companies represented, 1,084 middle school students, 1,592 high school students, 28 volunteers*
- **TalentHub** is an interactive career development platform that links recruitment, skill-building, and career navigation into one comprehensive system, deliverable online or offline as a browser-based or mobile app. TalentHub provides a unique solution for our community to close the workforce gaps by linking recruitment, skill-building, and career navigation into one connected platform. In 2021, TalentHub was integrated with ClassLink for Leon County Schools grades 7-12 and integrated with Clever for Florida High School.
  - *4,355 opportunities, 5,669 job seekers, 88 job applications, 674 video views, 430 organizations, 11,804 career card views*
- Launched **Talent Pipeline Management**, a demand-driven, employer-led approach to close the skills gap that builds talent supply chains aligned to dynamic business needs. The demands of today's economy require a strategic alignment between classroom and career, so through this approach, employers play an expanded leadership role as "end-customers" of our education and training systems. Since its launch, the Chamber has organized two employer collaboratives – healthcare and technology.
- Created **TPM Healthcare Employers Collaborative**, a collaborative of roughly 24 local healthcare employers and growing. In 2021, the employers collectively identified Certified Medical Assistant (CMA) as the position in most dire need. Using data collected from our employers, we met with each education provider and were able to accomplish the following for the Fall 2021 semester:
  - *Lively Technical College was able to work with the Florida Department of Education to reduce the number of hours for the CMA program from 1,300 hours to 765. This not only gets students into the workplace sooner but also reduces costs for students.*
  - *Keiser University quickly responded by front-loading their CMA AS program with the CMA-related courses. This allows students to complete their CMA requirements first, then work as a CMA while completing their general education courses.*
  - *Tallahassee Community College was awarded \$500,000 to host CMA certification courses to the public as well as to employers looking to upskill current employees into medical assisting.*
  - *At the end of 2021, there were nearly 250 students in CMA classes and the TPM Healthcare Employers are continuing to coordinate clinicals and hiring graduates to fill open positions.*

- The **TPM Technology** group is currently in the process of selecting areas of focus, bringing in educators for collaboration, creating social events for talent retention and lining up speakers in classrooms for recruiting.
  - *Raised awareness by creating Launch Tally to promote all things related to Tech Talent.*
  - *Spoke and participated in annual TalTech conference.*
  - *Connected employers with classrooms to speak directly to students.*
  - *Brought K-12 educators to monthly TPM calls for State of Tech in Education.*
  - *Participated in Leon Works virtual career fair*
  - *Hosted first social for tech employees to network and create connections within the IT field.*
  - *Hosted a series of events focusing on 10 different domains and how we can be prepared for the talent needs. Includes professors, K-12 teachers, employers, other local staff.*
- Created a partnership with ASPIRE Capital Region and Access Tallahassee to launch **BEACON (Bringing Economic and Career Opportunities Nearer)**, a program that ensures high school students graduate with a college or career plan and know how to apply for financial aid to assist in accomplishing their plan. This is done by connecting high school seniors with trained volunteers from the community who go over programs like FAFSA, Bright Futures, and other post-secondary opportunities one-on-one with the students.

- *In Spring 2021, Access Tallahassee members met with seniors from Godby High School and Florida Virtual School virtually through TalentHub to answer questions about the FAFSA, Bright Futures and options post-graduation. Fall 2021, the program was hosted in-person at Godby High School where volunteers met with every graduating senior on campus. Volunteers will meet with those same students this spring as a follow-up.*
- Learned about current and future needs from the state perspective with Michelle Dennard, President & CEO of CareerSource Florida at the annual **Talent Forum**, as well as a panel discussion about how local employer collaboratives are addressing the skills gap by working with education and training partners to co-create local talent pipelines featuring Jaimie M. Francis, Executive Director of Programs and Policy, U.S. Chamber of Commerce Foundation.
- Together with the Talent Development Council, 25+ organizations gathered to create a **Community Talent Plan**. Those represented include Leon County Schools, local and state government, higher education institutions (FSU, TCC, FAMU, Lively Technical College, Keiser University), LCSO, CareerSource Capital Region, local non-profits and local employers.
  - *After a series of working meetings, three strategies were established as areas of focus moving forward - Create a More Efficient Workforce Development Ecosystem, Develop a Pipeline of Highly Skilled Talent and Promote Access to Training and Employment Opportunities to Targeted Populations.*



# Community & Prosperity



We believe there is a correlation between quality of life and a strong business community. Within our region, we have many ingredients for high quality of life and business, and we want to continue to add to this with a more diversified base. With a more targeted approach in 2021, the Community & Prosperity strategic priority focused on strengthening the prosperity, livability and safety of our community.

- Launched the **Classroom Connection** program, an opportunity for local businesses and organizations to support our students through the adoption and sponsorship of more than 100 kindergarten classrooms. The partnership with Chamber affiliate program World Class Schools and Leon County Schools program assisted our elementary schools and teachers with classroom projects, engagement time with students, school supplies and wish lists. Volunteers interacted with nearly 2,000 children and helped with foundational skills like reading, writing and math, and showcased different careers through educational activities and presentations as they started their educational journeys.
- Enhanced partnerships with regional Chambers. Through cross-promotion of the **Big Bend Minority Chamber & Capital City Chamber** offerings as well as working together to stand behind job-producing projects, your local Chambers of Commerce have never been stronger in working together for all businesses in the region.
- Developed a framework for **Prosperity Leon** through one-on-one meetings with organizations and stakeholders who offered assistance regarding the root causes of poverty, conversations with other community Chambers who have started prosperity initiatives and hosted a community listening session with individuals to discuss the opportunities and challenges within our Southside neighborhoods. Officially launching in 2022, Prosperity Leon is a community initiative that addresses areas of critical need such as education, financial prosperity and safety. The initial Prosperity Leon Impact Zone includes portions of the 32305 and 32310 zip codes and surrounding neighborhoods in Tallahassee's Southside.

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# Affiliate Information

## ACCESS @ TALLAHASSEE

A PROGRAM OF THE GREATER TALLAHASSEE CHAMBER OF COMMERCE

**ACCESS TALLAHASSEE** connects and engages young professionals through programs designed to help them build business relationships, grow personally and professionally, and contribute to the economic development and quality of life in our community.

- Debuted the **Future 5 Awards** at the 2021 Annual Meeting to support and recognize upcoming leaders in the community. Awards were presented to five area young professionals working to grow and excel in their respective fields, while positively influencing the growth, prosperity and quality of life in the Tallahassee community.

*2021 Award Recipients: Tonnette Graham (Florida Association of Counties), Summer Griffith (Drip Drop Fitness) Devan Leavins (City of Tallahassee), Barby Moro (RedEye Coffee) and Luke Thompson (Ajax Building Company).*

- Launched the **Access Mentorship Program**, connecting ambitious young professionals (protégés) with seasoned, high-level business leaders (mentors) to support their professional and personal development. 2021 kicked off the first year of the program and we are excited to see the results of the partnerships.
- Installed eight library boxes in neighborhoods and private businesses through the **Access to Reading Little Library** project, providing books to children across our community. Each box is sponsored by a local business and are decorated with the help of local students.
- Hosted the **Tally Job Hop**, a half-day tour for students to visit some of North Florida's top businesses who are looking for interns and employees from our local universities. At each stop, students learned about each company's corporate culture, what type of projects they are working on what types of internships and jobs are available.  
*Fall 2021 Tech Hop Stats: 16 students, 7 employers, 10 interviews (within 60 days post-event), 3 students hired (as of November 2021)*

## WORLD CLASS SCHOOLS

A PROGRAM OF THE GREATER TALLAHASSEE CHAMBER OF COMMERCE

**WORLD CLASS SCHOOLS** works to strengthen the partnership between our local businesses and the Leon County Schools system. By offering support through programming and events, the goal is to raise academic standards and equip every student with the skills they will need to succeed in the workforce.

- In its 17th year, students from Leon County and four surrounding counties participated in the **CHP Champions Program**, a free fitness program that incorporates wellness practices in schools to combat early childhood obesity issues.
- More than 60 business leaders served as judges and volunteers in the **2021 Best & Brightest Awards Program**. 161 students were awarded \$54,000 in scholarships. Over the past 16 years, World Class Schools has awarded \$784,000 to more than 2,200 students.
- Welcomed 150 new teachers to Leon County Schools, assisting with training and preparation for the new year. Thanks to the generosity of sponsors, new teachers were gifted with Amazon gift cards through the **New Teacher Welcome Program**.





 **LEADERSHIP TALLAHASSEE**  
A PROGRAM OF THE GREATER TALLAHASSEE CHAMBER OF COMMERCE

**LEADERSHIP TALLAHASSEE** is in its 39th year of operation and continues to cultivate a diverse network of emerging and experienced leaders committed to improving Tallahassee.

Leadership Tallahassee Class 38 started out online and gradually moved to program days in a hybrid model with some participants in-person and some via Zoom. The year ended with an in-person closing retreat and graduation.

By using creativity and technology, LT 38 members developed into more informed community leaders. Their Class Project to support the inaugural Soul of the South community event provided a firsthand experience of putting leadership into action.

Leadership Tallahassee offers alumni programming and a yearlong program for high school juniors, Youth Leadership Tallahassee.

Leadership Tallahassee Class 39 has just started their year with all sessions in-person, following guidelines for health and safety established by the CDC. They have heard from community leaders about assets and

challenges impacting Tallahassee as well as excursions around the community to see our community in action.

In between program sessions, individual class members have set up other opportunities in the community for their classmates. Through these experiences, they are establishing a lifelong bond with fellow participants.

- **1,326** LT program graduates
- The LT Executive Committee selected the **Honorable William Montford** as our Distinguished Leadership Awards Lifetime Leadership award recipient. A decision was made by the board to postpone this celebration until January 2022.
- **18** youth leadership classes for local high school juniors and **664** YLT program graduates.
- Recognized a YLT graduate high school senior with a \$2,000 cash **“Youth Leadership Award”**.
- LT 2.0 initiated **“The Journey to Racial Justice”** cohort for 55 LT graduates, an intensive monthly session that includes presentations on the complex issue of racial injustice including history, reading “The Devil in the Grove” and hearing from its author Gilbert King. Subcommittees have made recommendations for implementation in 2022.
- Hosted quarterly **Membership Luncheons** for alumni that provided both information and inspiration surrounding assets and challenges in our community.
- LT graduates participated every other month in groups of four for **“Best Lunch Ever”** gatherings either online or in-person as another opportunity to connect with fellow alumni.
- Hosted four **Building Better Boards** community wide trainings for non-profit board members.
- Participated in the planning and implementation with the national community leadership organization, **The Association of Leadership Programs (ALP)** a three-day national conference.
- After a one-year break, held **Opportunity Tallahassee** for 37 participants, a one-day condensed version of the signature LT program. The focus was on economic development, local small businesses, housing, healthcare, education, the arts, public safety and government.
- LT partnership programs that were postponed and will resume in 2022: **The Longest Table**, with the *Village Square, City of Tallahassee and Leon County and Tallahassee Life Long Leaders (T.A.L.L.)* program with the Senior Center Foundation.

# Partner Recognition

We are thankful for the continued support of our 1,100+ members with special thanks to our Catalyst and Visionary partners.

## VISIONARY MEMBERS



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# Message from Our 2022 Chair



“If you don’t like change, you’re going to like irrelevance even less.” All conference rooms at Prime Meridian Bank include framed versions of this message. When folks visit, they always ask me about it. It’s a great reminder (and a good conversation starter).

Looking back on the last two years, I’m not sure anyone could anticipate how true this statement would turn out to be. The status quo simply doesn’t cut it. As community advocates, our recent experience with unavoidable change brought on by a pandemic taught us all to do things differently. The way we hold meetings changed. The way we provide services changed. Even the way our children play changed.

Here’s the good news: as we addressed these challenges, our toolbox just kept getting bigger. Now, we are even more prepared to deal with the unexpected. If we can approach change as something to be embraced, think how much stronger we will be as a community. During my term as Chair of the Greater Tallahassee Chamber, that will be my goal - Embrace Change. I will work to do this by bringing people together.

Jay Smith, my predecessor, and Sue Dick, our Chamber’s rockstar President/CEO, have already modeled inclusivity. In 2021, they forged an extraordinary partnership between the three Chambers in town as well as the Network of Entrepreneurs and Business Advocates (NEBA), to support the Northeast Gateway and Airport Gateway projects. The same is true for the Chamber’s Classroom Connection program between the business community and Leon County Schools.



We will build on these successes and look hard for collaborations, high and low, where ever we can find them. We will talk with anyone and everyone to forge positive change for Tallahassee. Let’s unleash the economic power of the National High Magnetic Field Laboratory (MagLab) at FSU. The MagLab continues to spin off valuable (and marketable) research and it’s right in our backyard. This will drive good jobs and prosperity more than we can even imagine. Let’s share this message with the world and parlay it into even more jobs and investments. Partnerships in our medical community are also thriving, most notably between our hospitals, FSU and FAMU. The work being done at TCC, Lively Technical College and Leon County Schools will help us bridge talent gaps and make sure our young people have a path to meaningful employment. Creating opportunities to grow good jobs and a strong economy are the best ways to combat the challenges we face as a community.

We used to say, “Let’s get to work.” How about we make that, “Let’s work together.”

**SAMMIE D. DIXON, JR.**

*Vice-Chairman, President/CEO,  
Prime Meridian Bank  
2022 Chair, Greater Tallahassee  
Chamber of Commerce*

# 2022 Executive Committee



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*Prime Meridian Bank*  
**Chair**



**TERRIE ARD**  
*Moore, Inc.*  
**Chair-Elect**  
**Chair, Business**  
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**JAY SMITH**  
*Ajax Building Company*  
**Immediate Past Chair**



**RICHARD DARABI**  
*Moore Bass Consulting, Inc.*  
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**SUE DICK**  
*Greater Tallahassee Chamber of Commerce*  
**President/CEO**



**ROB CLARKE**  
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**EDDIE GONZALEZ-LOUMIET**  
*Ruvos*  
**Chair, Talent, Workforce & Education**



**SHA'RON JAMES**  
*Gunster*  
**Chair, Community & Prosperity**



**JOHN MCNEILL**  
*NAI TALCOR*  
**Chair, Economic Competitiveness & Business Climate**



**PATRICK O'BRYANT**  
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**Chair, Access Tallahassee**



**HEIDI OTWAY**  
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