



# Public Art

Something to Remember



Arts &  
Cultural  
Affairs



**Florida Association of  
Public Art Professionals**

**Annual Conference**

April 19-21, 2017

Orlando, Florida

# From the Mayor

## Welcome Public Art Administrators and Artists!

We are pleased to welcome the annual conference of the Florida Association of Public Art Professionals to Orange County.

Public Art has enhanced our community in many ways. Be sure to keep your eyes open for wonderful examples of engaging public art at the University of Central Florida campus, the innovation-driven Lake Nona Town Center, within Orlando's Downtown Arts District and Loch Haven Cultural Park, the Orange County Convention Center and in many other places, including our spectacular Orlando International Airport!

As a crossroads to the world with more than 66 million visitors each year, Orange County is proud to show that we value not only entertainment and recreation, but also the soul-inspiring work of artists from right here in Central Florida and from around the globe.

The FAPAP conference schedule is packed with great speakers, discussions and site visits, but you will only be scratching the surface of all that Orange County has to offer. We hope you will plan to return soon to explore some of the other corners of our amazingly diverse community.

With best wishes for a great conference,



Teresa Jacobs  
Orange County Mayor



**Sun Target #1**, John Henry, welded aluminum, 1974, George and Norma Kottemann Collection, UCF

## Wednesday, April 19

### University of Central Florida

4000 Central Florida Blvd., Orlando, FL 32816

**Transportation note:** The Embassy Suites by Hilton Downtown Orlando conference hotel is located at 191 E. Pine St., Orlando, FL, 32801, however, all Wednesday sessions take place at the University of Central Florida (UCF), approximately 14 miles east of downtown. **Transportation to UCF is provided and the shuttle leaves the hotel at 11:15 a.m.** The shuttle will take you from the hotel to UCF, to Lake Nona in the evening, and then return to the hotel at 8:30 p.m. If you are attending the preconference sessions, transportation is on your own, or there are ride-sharing services available, such as Uber, at your own expense. If you are driving a car, you must have a UCF Visitor Parking Pass, which was mailed to you in advance with the UCF campus map showing the closest Green Parking Garages and Lots, which allow visitor parking. Please see the Registration assistants at the hotel first thing in the morning, if you still need a parking pass or map.

### 9:30 am – 1 pm Registration

University of Central Florida Morgridge International Reading Center,  
4143 Andromeda Loop North, Orlando, FL 32826.

10 – 11:30 am

### **Preconference (free sessions)**

University of Central Florida Teaching Academy (TA), Rooms 117 and 130.

#### **ADMINISTRATORS (Room TA 117)**

##### ***From Procurement to Placemaking***

**Lee Modica**, Public Art Consultant, Art in State Buildings & **Elayna Toby Singer**, Administrator, Palm Beach County Art in Public Places

This session is for those involved in managing the many stages of the Public Art process.

12:30 – 1:45 pm

#### **Welcome and Statewide Public Art Review**

University of Central Florida Morgridge International Reading Center, 4143 Andromeda Loop North, Orlando, FL 32826.

**Melissa Davies**, President, Florida Association of Public Art Professionals & City of Tampa, Art Programs Division Project Coordinator

**Jeffrey Moore**, Dean, UCF College of Arts & Humanities

**Terry Olson**, Chief Arts Instigator, Orange County Arts & Cultural Affairs

Reconnect with colleagues and enjoy an overview of statewide Public Art programs and artists.

1:45 – 2 pm

#### **Break**

2 – 3:45 pm

#### **Public Art Master Planning**

University of Central Florida Morgridge International Reading Center, 4143 Andromeda Loop North, Orlando, FL 32826.

**Barbara Goldstein**, Principal, Barbara Goldstein & Associates

Ms. Goldstein discusses the importance of master plans and their impact and shares some specifics of her current work. She also will share her experiences with artist-led outreaches. Ms. Goldstein is an independent consultant, focusing on creative placemaking and Public Art planning. She recently completed two Public Art master plans in Orlando. There will be a Q&A at the end of the session.

3:45 – 4 pm

#### **Break and Gather in the Morgridge Lobby for the UCF Public Art Tour**

4 pm

#### **Walking Tour of UCF Public Art**

Depart from the University of Central Florida Morgridge International Reading Center, 4143 Andromeda Loop North, Orlando, FL 32826

#### **ARTISTS (Room TA 130)**

##### ***What Is Public Art & Why Would I Do It?***

**Christopher Hubbard**, City of Clearwater & **Martha Lent**, Public Artist

This session is for artists interested in taking the leap into Public Art.

5 pm

#### **Reception at the UCF Art Gallery**

12400 Aquarius Agora Drive, VAB S1, 117, Orlando, FL 32816

6:30 pm

#### **Travel to Lake Nona Town Center**

Bus departs from the UCF Art Gallery.

7 – 8:30 pm

#### **Dinner at Chroma Modern Bar & Kitchen**

6967 Lake Nona Blvd., Orlando, FL 32827

Chroma Modern Bar & Kitchen

overlooks The Beacon and Code Wall, a projection artwork by **JEFRE**.

The artist and the Lake Nona Town Center developer will give a short talk about the economic impact that JEFRE's art has had on the area as well as the developer's experience with master planning Public Art for a private project. Free tapas, drinks and additional food are available on your own.



**Axiom**, Kristin Jones and Andrew Ginzel, stainless steel, 2010, UCF Physical Sciences Building

**The Beacon and Code Wall**, JEFRE, Lake Nona Town Center





*LOVE*, mural by Michael Owen dedicated to the victims of the Pulse Nightclub tragedy. Photograph by Aileen Perilla. Courtesy of Orlando Weekly

## Thursday, April 20

### Mad Cow Theatre

Church Street Marketplace, 54 W. Church St., Orlando, FL 32801

**Transportation note:** Mad Cow Theatre is a five-minute walk, heading west from the Embassy Suites hotel – approximately 0.2 miles.

9 – 10:30 am

### Memorials and Public Art: Responding to Pulse and Other Events

University of Central Florida Morgridge International Reading Center, 4143 Andromeda Loop North, Orlando, FL 32826.

**Sam Flax, Owner**, Sam Flax Art & Drafting Supplies

**Terry Olson**, Chief Arts Instigator, Orange County Arts & Cultural Affairs

**Patricia Walsh**, Manager of Public Art Programs, Americans for the Arts  
Tragedy is a part of life, but where does Public Art fit into helping a community mourn? Hear experts discuss the management of contemporary memorials that deal with losses in communities, from military servicemen and women to victims of random acts of violence. Learn how other programs have developed responses to community tragedies and about the management of the Public Art memorials that have grown from these responses.

10:30 – 11:30 am

### ADMINISTRATORS/ BOARD MEMBERS

*Effective Collections & Management Software*

**Robin Kilgo**, FAM Special Projects Manager & **Oaklianna Caraballo**, UF Art in State Buildings  
Session offers insight into collections and management software and other tools.

11:30 – 11:45 am

### Break

11:45 am – 1 pm

### Making Your Community Memorable Through Public Art

**Renee Piechocki**, Director, Office of Public Art, Pittsburgh Arts Council  
An artist and Public Art consultant Ms. Renee Piechocki brings her experience and enthusiasm to challenge us to strive for truly memorable Public Art projects through creative placemaking.

1 – 2:30 pm

### Roundtable Luncheon

Grab your sandwich, and join the conversation! This session is a working lunch with tables set up to discuss different topics, including maintenance, national best practices and event-based Public Art.

2:30 – 3:30 pm

### Advocating for Public Art

**Malinda Horton**, Executive Director, Florida Association of Museums and Administrator, Florida Association of Public Art Professionals

**Flora Maria Garcia**, President & CEO, United Arts of Central Florida

Get strong answers to the question why Public Art is important and learn how to get the message to political leaders.

3:30 – 4 pm

**Break** Sponsored by Rosa Lowinger & Associates

4 – 5 pm

### Public Art Tour of Downtown Orlando via O-Cartz!

Depart from the plaza in front of Mad Cow Theatre, 54 W. Church St., Orlando, FL 32801. Hop on the local O-Cartz, a six-passenger shuttle car, and take a tour of downtown sculptures and other Public Art. This O-Cartz experience is sponsored by the Awesome Foundation, Orlando Chapter and the Downtown Arts District. *Specify your choice of the 4 or 5 p.m. tour during registration.*

### ARTISTS

*The Process of a Public Art Project*

**Catherine Woods**, Artist & FAPAP Officer

Get familiar with the basics of what to expect and how to deliver when creating Public Art.



See Art Orlando sculptures at Lake Eola Park: Above, **Cedar of Lebanon**, Jacob Harmeling, metal, 30 feet; Below **Monument in Right Foot Major**, Todji Kurtzman, bronze, 10 feet



Two sculptures by Alice Aycock are on exhibit in the sculpture garden: **Waltzing Matilda**, 2014, reinforced fiberglass, 15' high x 15' wide x 18' long, courtesy Alice Aycock Studio, New York; and **Twin Vortexes**, 2014, aluminum, 12' high x 12' wide x 18' long, courtesy Alice Aycock Studio, New York.

**5 – 6 pm  
Public Art Tour of  
Downtown Orlando via  
O-Cartz!**

Depart from the Downtown Information Center, 29 S. Orange Ave., Orlando, FL 32801. Hop on the local O-Cartz, a six-passenger shuttle car, and take a tour of downtown sculptures and other Public Art. This O-Cartz experience is sponsored by the Awesome Foundation, Orlando Chapter and the Downtown Arts District. *Specify your choice of the 4 or 5 p.m. tour during registration.*

**6:30 pm  
Dinner at Ember  
Restaurant**

Sponsored by the Orlando Public Art Advisory Board  
42 W. Central Blvd., Orlando, FL 32801, emberorlando.com  
After dinner, explore Orlando's artsy side at downtown's **Third Thursday Gallery Hop**. *Start at the CityArts Factory, 29 S. Orange Ave., Orlando, FL 32801.* Also visit **The Mennello Museum of American Art Sculpture Garden** in Orlando Loch Haven Cultural Park, featuring large-scale works by Alice Aycock and Albert Paley. *900 E. Princeton St., Orlando, FL 32803, mennellomuseum.org. The Sculpture Gardens are lighted for evening visits and are always open to the public.*



**Under Magnitude**, Marc Fornes, aluminum, 2016 – the largest work to date at the Orange County Convention Center

**Friday, April 21**

**Orange County Convention Center**

9800 International Drive, Orlando, FL 32819

**Transportation note:** All Friday sessions take place at the Orange County Convention Center (OCCC), located approximately 14 miles southwest of downtown. The provided bus leaves from the hotel at 8:15 a.m. and WILL NOT RETURN TO THE HOTEL. We have arranged for BAGS, Inc. to provide free bag-check service for your suitcases at the bus drop-off at the OCCC. Free parking is available on-site for those who drive their own cars. Park in the West Concourse lot and if there is an attendant, show them your registration badge, and let them know you are with the FAPAP. The OCCC is a VERY LARGE place, and the walk from the parking lot to the meeting room alone takes 10-15 minutes – so please wear comfortable shoes. The conference is officially over after the tour at approximately 2 p.m., and you are on your own for transportation at this time.

**9 – 10:30 am  
Public Art Year in Review**

**Liz Young**, Executive Director, Florida Keys Council of the Arts  
**Susann D'Antonio**, Chair, Art in Public Places Committee, Monroe County, Florida Keys  
Florida Public Art Projects completed in the past year will be shared.

**10:30 – 11:30 am  
Taking Risks with New Materials and Technology**

**Christopher Jones**, Creative Director/Lighting Designer, Freeman StudioBlue, Freeman AV  
Learn some key things to consider when commissioning projects that incorporate new technologies.

**11:30 am – 1 pm  
FAPAP Board & Members Meeting and Lunch**

**1 pm  
Tour of the Public Art in the Orange County  
Convention Center**

# Speakers & Presenters



**Oaklianna Caraballo, Art in State Buildings Coordinator, University of Florida, Gainesville.** Ms. Caraballo began her Public Art career in this position in 2005 and oversees both publically and privately funded projects. She has been a member of FAPAP since 2006 and has served on the board since 2009.



**Flora Maria Garcia, President & CEO, United Arts of Central Florida.** Since 2012, Ms. Garcia has been the CEO of United Arts of Central Florida, a local arts agency that has invested \$141 million in arts and culture since 1989. With 30-plus years in arts management, she previously served as the CEO of the Metropolitan Atlanta Arts and Culture Coalition and oversaw agencies in Atlanta, Fort Worth, Houston and Missouri. Accomplishments include The Missouri Cultural Trust, a \$200 million public-private endowment for the arts; a 2 percent increase for arts programs in Fort Worth; and an additional \$1 million per year increase for arts funding in Houston and Fort Worth. She holds an MBA and MA in Arts Administration from Southern Methodist University.

**Melissa Davies, President, Florida Association of Public Art Professionals & Project Coordinator for the City of Tampa, Art Programs Division.** Ms. Davies facilitates projects and Public Art installations for the city of Tampa and has more than a decade of experience executing temporary installations, event-based Public Art experiences and public-private partnerships. She also provides oversight to the division's nonprofit fiscal agent. Prior to joining the City of Tampa in 2004, she was Communications and Public Relations coordinator for the Tampa Bay Business Committee for the Arts. Ms. Davies is a Tampa native and received her BA from the University of Florida and a Graduate Certificate in nonprofit management from the University of South Florida.



**Barbara Goldstein, Principal, Barbara Goldstein & Associates.** Ms. Goldstein is an independent consultant focusing on creative placemaking and public art planning, who has lectured and participated in workshops on Public Art around the world. She is the former Public Art director for the City of San Jose Office of Cultural Affairs and editor of *Public Art by the Book*, a primer published by Americans for the Arts and the University of Washington Press. Ms. Goldstein has directed the Public Art programs in San Jose, Seattle and Los Angeles, worked as a cultural planner, architectural and art critic, editor and publisher. She was a 2015 Fellow in Stanford University's Distinguished Careers Institute, where she also served as Scholar in Residence for the School of Chemical and Systems Biology. She was honored with a 2016 Public Art Leadership award from Americans for the Arts.



**Susann D'Antonio, Chair, Art in Public Places, Monroe County.** Ms. D'Antonio has a BA in Fine Arts and expresses her creativity predominantly through three-dimensional mixed media projects. Her main focus is on incorporating many natural and recycled elements into sculptures. She and her husband own Framing in Paradise, a custom frame shop on Big Pine Key inside the Artists in Paradise Gallery. Ms. D'Antonio is also an independent title abstractor, providing real estate research to lawyers and title companies. She is a board member for the Florida Keys Council of the Arts and has served on the Art in Public Places committee for the last 12 years in various capacities, assisting in placement of Public Art throughout the county.



**Malinda Horton, Executive Director, Florida Association of Museums (FAM).** Since 1995, Ms. Horton has provided consistent advocacy and advocacy training in her role as executive director of FAM. She has lobbied successfully for cultural and historic preservation funding on behalf of various cultural and preservation organizations, including FAM, the Florida Trust for Historic Preservation and the Florida Archaeological Council. Ms. Horton provides advocacy training for both Florida and national cultural organizations, including the American Alliance for Museums and the American Association of State and Local History. She attended Florida State University, and after earning her degree in political science, she worked for the Florida Legislature.

**Samuel S. Flax, Sam Flax, Owner, Sam Flax Art & Drafting Supplies.** Sam Flax is the grandson of the founder of the original Sam Flax art supply store in New York City, established during the Great Depression. Mr. Flax now manages the Orlando branch of the company. He was born in New York and worked for the family company, starting as a delivery driver, then fine arts sales person and on up the chain. A day doesn't go by without someone asking if he is "the" Sam Flax; he always replies, "No." Between 1993 and 2013, Mr. Flax lived in Israel, running his own wood products manufacturing facility. He rejoined the company on his return and has dedicated himself to the 100-year-old family tradition of service, honesty and loyalty for artists, customers and the community.



**Christopher Hubbard, Cultural Affairs Specialist, City of Clearwater, Florida.** Mr. Hubbard has spent the past 14 years working in various Public Art positions at both the state and municipal level. He has served as a consultant and guest speaker for municipalities and organizations such as the state of Georgia, the cities of Sarasota, Tampa and Tarpon Springs, and the Cultural Council of Greater Jacksonville. Mr. Hubbard is a past president of FAPAP (2012-2015) and was identified as a 2008 Emerging Arts Leader by the Americans for the Arts.



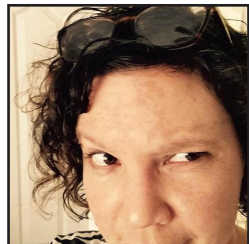


**JEFRE, Artist, Designer, Public Art Initiator.** JEFRE studied at the Art Institute of Chicago prior to receiving a BA in Landscape Architecture from Ohio State University. He has constructed site-specific artworks around the world including in London, Manila, Miami, New Orleans, Philadelphia, Abu Dhabi, San Antonio and most recently Manila. His design solutions originate from a deep understanding of the historical, environmental, social and contextual relationships influencing the site and the architecture. In 2008, JEFRE launched his own couture landscape and Public Art studio with a focus on environmental art, green roofs, boutique plazas, and parks and Public Art master plans. He was selected by the Marlborough Gallery in New York City as an Up and Coming International Public Artist and chosen

by the Lexus Corporation to be the sixth member of their ECO Hybrid Living National Design Team to design environmental conscious carbon neutral environments.

**Christopher Jones, Creative Director & Lighting Designer for Freeman StudioBlue/Freeman AV.**

Mr. Jones experience in the production industry spans well over 27 years. He started in technical theater and has toured extensively through North America and Europe, performing concert lighting and design production. He recently won the prestigious American Institute of Architecture, Urban Design award for turning a skyscraper into a high-striker carnival game. As director of creative, he has directed set designs for hundreds of projects, including for Oprah Winfrey and the NFL Experience. He has an extreme thirst for knowledge and the newest industry gadgets and design elements. In his personal time, he plays bass guitar and owns a local studio that works with local talent producing and writing music.



**Robin Bauer Kilgo, Registrar and Social Media Consultant.** Ms. Kilgo holds a BA in anthropology and an MA in history from Florida State University, as well as a graduate certificate in Museum Studies from George Washington University, specializing in Collections Management and Collections Care. From 2005-2012, she worked for the Seminole Tribe of Florida's Ah-Tah-Thi-Ki Museum as the registrar and then collections officer. During her time at the Tribe's museum, she was an integral member of the team that gained accreditation by the American Alliance of Museums, the first tribally owned museum to gain this distinction. Besides working with various museums on collections management projects and emergency planning, Ms. Kilgo is handling online content and social media for the Association of Registrars and Collections Specialists as well as the Florida Association of Museums.

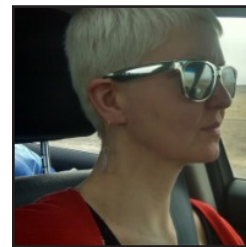
**Martha L. Lent, Painter, Printmaker, Public Art and Teaching Artist.**

A longtime resident of Central Florida, Ms. Lent started her career as a graphic designer and illustrator, earning her Graphic Design Technology degree from Valencia College. Soon after graduating, she taught for eight years as an illustration adjunct teacher. Ms. Lent quickly turned her interests to studying printmaking with several internationally renowned master printmakers at Anderson Ranch Arts Center in Colorado and Penland School of Crafts in North Carolina. She has completed projects at the Orange County Orlando Magic Goldenrod Recreation Center, the Deltona Regional Children's Library, Capital Regional Medical Center in Tallahassee and UF Health Shands Hospital in Jacksonville.



**Lee Modica, Public Art Consultant.** Ms. Modica served as the administrator of Florida's Art in State Buildings Program from 1994-2014. During that time, she handled the selection and acquisition of artwork for construction projects around the state, averaging 10-15 projects annually. Ms. Modica was a founding board member of the Florida Association of Public Art Professionals, serving four years as treasurer, then vice-president and president (2004-2008). In 2000, when the Americans for the Arts Public Art Network was created as a national professional organization for Public Art professionals from around the country, Ms. Modica was elected to the first PAN Council as the representative for state-level Public Art programs.

**Terry Olson, Chief Arts Instigator, Orange County Arts & Cultural Affairs.** Mr. Olson has been Orange County's "Chief Arts Instigator" since the creation of the Office of Arts & Cultural Affairs in 2001, where he oversees Public Art projects, including responses from artists interested in memorializing the Pulse Nightclub tragedy. He is a past president of the Florida Association of Public Art Professionals and serves on the board or as a member for many national and international arts networking and support organizations. Mr. Olson has received the Outstanding Theatre Advocate award from the Florida Theatre Conference, and the Downtowner of the Year and Golden Brick awards from the Downtown Orlando Partnership.



**Renee Piechocki, Artist and Director, Office of Public Art, Pittsburgh Arts Council.** Ms. Piechocki is the founding director of Pittsburgh's Office of Public Art, a partnership of the Greater Pittsburgh Arts Council and the City of Pittsburgh Department of City Planning, which provides technical assistance and educational programs to the public and private sectors in the Pittsburgh region. Recent consulting projects include a Public Art plan for Lancaster, Pennsylvania (2016), the Cross Charlotte Trail in Charlotte, North Carolina (2016), and Laramie, Wyoming (2015); the development of a Public Art strategy for the Rose F. Kennedy Greenway in Boston, Massachusetts (2012); and developing Public Art guidelines and procedures for the City of Charleston, West Virginia (2012). She is part of Two Working Girls, an art collaboration with Tiffany Ludwig. She received her BA in Studio Art and Honors Program from Hunter College of the City University of New York.

**Elayna Toby Singer, Administrator, Palm Beach County Art in Public Places.**

Since 2004, as Palm Beach County's first full-time Art in Public Places administrator, Ms. Singer built the program from the ground up, establishing a 2 percent art integration requirement for the county's capital projects. She has consulted for municipal Public Art programs and curates the collection at Palm Beach International Airport. Ms. Singer's career in placemaking began with the planning of public gardens in San Francisco, Chicago, Philadelphia and Naples, Florida, where for more than 15 years she led strategic and master planning for 340-plus acres including developing landscapes, exhibitions and community programs. As a Longwood Fellow, Ms. Singer received her MA in Public Horticulture Administration and Museum Management. Her undergraduate degree is in Cultural Anthropology. As an artist, Ms. Singer creates assemblage kinetic sculpture, jewelry and site-specific community-involved temporary art installations made with upcycled found objects, natural materials vintage tools and beads.





**Patricia Walsh, Public Arts Program Manager, Americans for the Arts.** Prior to working at Americans for the Arts, Ms. Walsh was a cultural programming specialist for the Public Art program at the Arts Commission for the City of Las Vegas. There, she coordinated the update to the Public Art master plan and worked with the Arts Commission to develop their annual programs and budget. She served on the City of Palo Alto Public Art Commission and worked as the program coordinator for the City of San Jose Public Art Program, where she managed the conservation and maintenance of the public artwork collection, worked on community engagement initiatives and managed temporary Public Art projects. She earned her MA in Arts Administration from Boston University and holds a BA in painting from State

University of New York at Plattsburgh.

**Catherine Woods, Artist, CClass Studio.** Ms. Woods creates work that responds to and transforms environments. Working mainly with architectural glass and metal, her large-scale Public Art works have been featured in *Sculpture Review* and *Public Art Review* magazines. Her award-winning work has also been recognized by Americans for the Arts prestigious Year in Review Public Art competition. Ms. Woods is an officer of the Florida Association of Public Art Professionals.



**Elizabeth S. Young, Executive Director, Florida Keys Council of the Arts.** Ms. Young has an extensive background in both the performing and visual arts. Her experience working with nonprofit organizations spans program development, board relations, advertising, fund development, publicity and marketing. She earned her BA in art history and theater from Wheaton College. After spending nearly a decade in New York City as a casting director for film, television and theater, she relocated to the Florida Keys in 1987. Her professional life includes being the business manager of Island Wellness and working in all aspects of the business of the fine art photography gallery of Alan S. Maltz, including assisting Mr. Maltz with his award-winning coffee

table book, *Florida ... Beyond the Blue Horizon*. Ms. Young is currently an officer on the board of the Florida Association of Public Art Professionals.

Pulse memorial mural by artist **Andrew Spear** in the Mills 50 District (iFixYouri, 1200 E. Colonial Drive)



## Thank you to our Conference Sponsors!

University of Central Florida

Sam Flax Art & Drafting Supplies

Donna Dowless

Lake Nona Town Center/JEFRÉ

Downtown Arts District

Awesome Foundation, Orlando Chapter

City of Orlando Public Art

Rosa Lowinger & Associates

Sara Segal

Orange County

Orange County Convention Center

Bags, Inc.

Center Plate

## Special Thanks!

Rose Garlick, Downtown Information Center

Alan Johnson, Orlando Venues

Matt Giles, O-Cartz!

Happy Bus USA

Kevin Haran, UCF

Byron Clercx, UCF

Mad Cow Theatre

Barbara Hartley, Downtown Arts District

Jennifer Quigley





UNIVERSITY OF  
CENTRAL FLORIDA



# Public Art

Something to Remember  
**FAPAP Annual Conference**

April 19-21, 2017  
Orlando, Florida

The Florida Association of Public Art Professionals is dedicated to the advocacy, promotion, development and education of Public Art in the state of Florida, as well as to promoting national best practices in the field.