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Business Climate



7 Questions with the 4 Candidates

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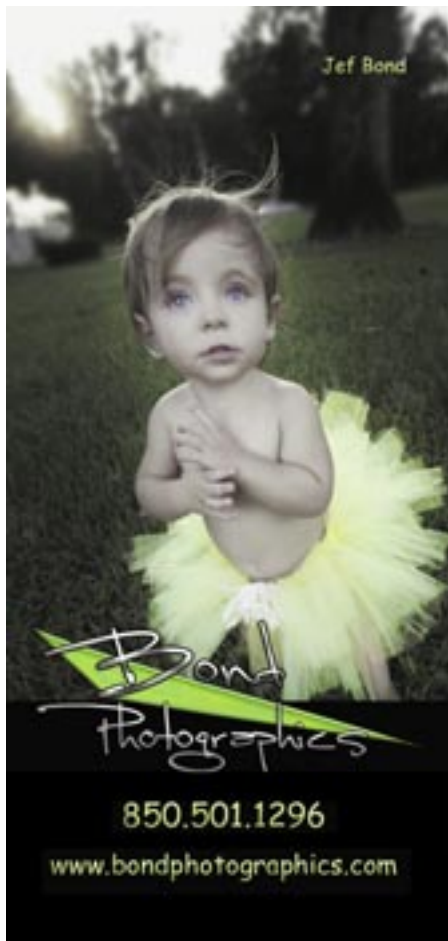
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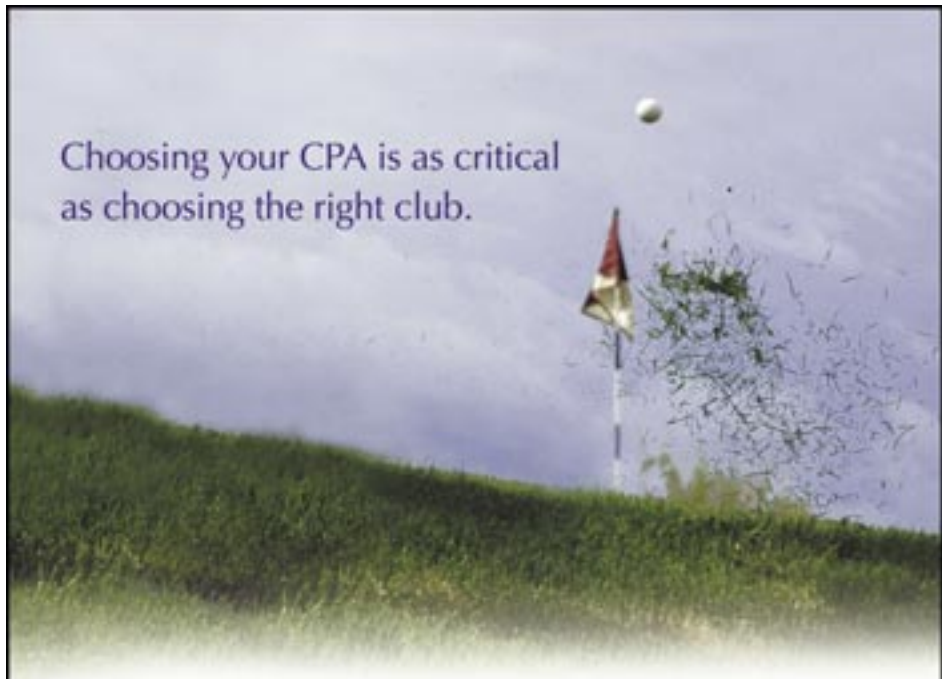
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Malcolm Ballinger
Publisher

The city of Pensacola is on the verge of a turning point. The inclusion of a strong mayor in the new city charter will mean a huge transition in the way the city will be run. Governmental procedures will be restructured, and the position of mayor will become more of a leadership role to the city than it has ever been before, which makes this election extremely important with regard to Pensacola's future.

Starting on page 55, you can read more about the mayoral candidates and their stances on a variety of issues including the transition to strong mayor, local arts organizations and the Maritime Park. No matter which candidate you favor, I urge you make your voice heard by casting your vote in this mayoral election.

Also in this edition of *Business Climate*, read Laura Lee's article on page 50 about the impact of the Ford Motor Fund and Community Services on area education. This curriculum provides a great opportunity for our area workforce, and I know I am not alone in saying I look forward to seeing what future benefits our area reaped from these programs.

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July/August 2010

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PUBLISHED BY BALLINGER PUBLISHING:



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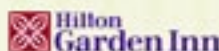


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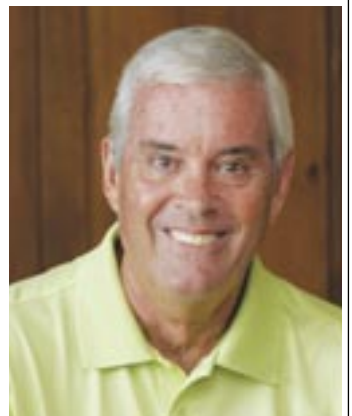
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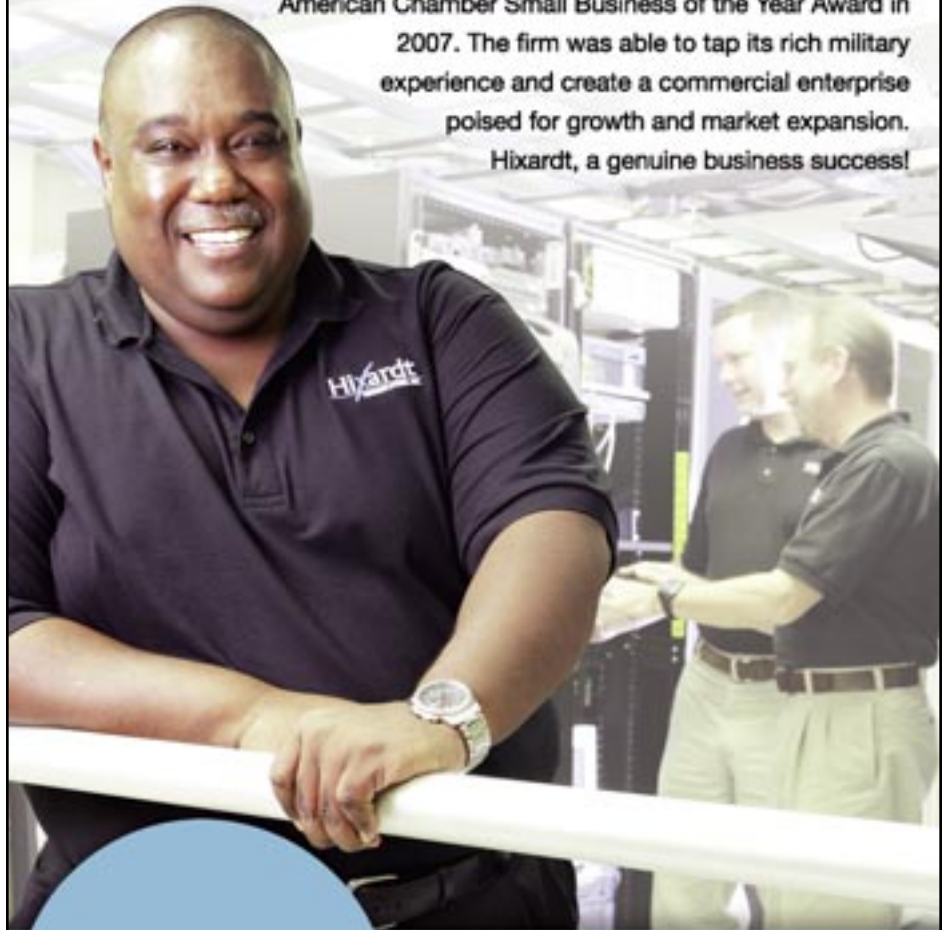
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Northwest Florida Becomes National Hub For Education

Laura A. Lee, director of communications, Pensacola Bay Area Chamber of Commerce

School might be out for the summer, but the Pensacola Bay Area Chamber of Commerce and its partners work on educational programs year-round, helping our students become more prepared for the workforce.

This spring, the Pensacola Bay Area received big news when Ford Motor Company Fund and Community Services, the philanthropic arms of Ford Motor Company, announced they were bringing a professional development hub to the area, making Pensacola one of only three hubs in the nation.

Ford Partnership for Advanced Studies (Ford PAS) engages educators, businesses and the community in developing a master plan to transform public high school education. At its core are a series of 20 educational modules that develop critical thinking, team building and other 21st century skills to solve real-world problems in fields such as environmental sustainability, economics and engineering.

With the hub designation, the Pensacola Bay Area Chamber of Commerce with its partnership with University of West Florida through the Northwest Florida Next Generation Learning Community will work with high schools statewide to provide professional development for teachers

and opportunities for community engagement.

"Our founder Henry Ford built an entire industry from his relentless focus on innovation," said Cheryl Carrier, program director, 21st Century Education Programs, Ford Motor Company Fund. "Today more than 100,000 students nationally have developed skills through Ford PAS to take American ingenuity to the next level. We are excited to partner with the Pensacola Bay Area Chamber of Commerce and the Northwest Florida Next Generation Learning Community to make Ford PAS available to more students."

More than 600 schools use Ford PAS, an education program established by Ford Motor Company Fund and developed in partnership with Education Development Center, Inc. The rigorous curriculum is aligned with national standards.

The Ford PAS Hub will allow educators to receive professional development in an interdisciplinary and interactive method to teach students their academics through the lens of career fields such as business, alternative energy and manufacturing. The Ford PAS Hub also helps schools connect with business partners to develop mentorship programs,

internships and other ways to prepare students for jobs in a global economy.

"We are truly honored to be one of three Ford Hub designations in the country," said Evon Emerson, president and CEO of the Pensacola Bay Area Chamber of Commerce. "Our team has worked closely with Ford since 2007, and since that time, our schools, our students and our workforce have greatly benefited. The prestigious designation will make an even stronger impact in business and education."

Besides bringing the Ford PAS Hub to the Pensacola Bay Area, Natalie Prim, vice president of community affairs at the Chamber, along with area partners, has worked diligently in recent years to bring career academies into local schools.

"Jobs are getting more high-tech, with science, technology, engineering and math skills becoming more important than ever," said Prim. "In the past two years, the local school systems along with the business community have made establishing career academies a priority, creating 43 career academies in Escambia County and 15 career academies in Santa Rosa County. Students enrolled in career academies are not only more prepared for the workforce, they have a 90 percent graduation rate."

Pensacola Chamber Hosts Inaugural Career Academy Awards Luncheon

In April, local businesses, schools, teachers and students were honored for excellence in career academies. Honorees accepted their awards in front of more than 180 attendees, including Escambia County Superintendent Malcolm Thomas, Santa Rosa County Superintendent Tim Wyrosdick, Pensacola Mayor Mike Wiggins, Escambia County commissioners Gene Valentino and Wilson Robertson and Pensacola City Councilwoman Maren DeWeese along with officials from Workforce Florida, the Florida Department of Education and the Florida Chamber Foundation.

Award Recipients:

"Career Academies Receiving Industry Certification" were West Florida High School of Advanced Technology for pre-professional nursing academy and Locklin Tech for construction.

The "Most Ingenious Career Academy Concept" award went to Pen-Air Federal Credit Union for the establishment of credit unions in Santa Rosa County schools.

Business/Industry Partner Awards were presented to Baptist Health Care for health care; the Homebuilders Association of Northwest Florida for construction; PensacolaJobs.com for Information Technology; Avalex Technologies for engineering; and Beef O'Brady's for culinary arts.

Locklin Tech's construction program was named the "Model Green Career Academy."

Escambia High School's engineering academy was named the "Model STEM Career Academy." The "Middle School Academy of the Year" was Woodham Middle School for their pre-engineering academy.

"High School Academies of the Year" were Pine Forest High School for culinary arts and Jay High School for health care.

Opal Lister of Pine Forest High School and Jim Wendell of Navarre High School were named "Career Academy Teachers of the Year."

Emma Grace Farthing of Tate High School and Ryan Miller of Milton High School were named "Career Academy Students of the Year." **BC**



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Shattering Expectations:

Eleven Lessons on How Successful Women Bust Through the Glass Ceiling to Reach Their Full Potential

By Roxanne Rivera

Today women are at the helm of Fortune 500 companies such as PepsiCo, Kraft Foods, DuPont, Xerox, Yahoo, and many others. In the recent state primaries, Meg Whitman, former CEO of eBay, won the Republican gubernatorial primary in California, while Carly Fiorina, former CEO of Hewlett-Packard, won the Republican primary in the state's U.S. Senate race. In addition, for the first time in the history of New Mexico, two women are squaring off for governor. And if Elena Kagan is confirmed, the Supreme Court will have three female justices for the first time in history.

Sure, the inequality gap between men and women in the workforce continues to close, but the hard reality is that often women still have to work harder and smarter to get the respect and proverbial piece of the pie they deserve. Thankfully, many great women have already figured that out. They know that there are certain attributes that successful women have used to get ahead. Now the challenge is spreading the word about those attributes to all women.

Here are a few tips from Rivera on what successful women do right.

Successful women choose credibility over insecurity.

Successful women do not hide behind their insecurities. Instead, they go out and earn credibility through their actions and attitude. They prove their credibility by being effective doers rather than trying to stay under the radar as nice but ineffectual

employees. They also understand that once credibility is established, it must be maintained. They know that there is always the chance that what they say or do will affect their reputation.

Successful women are “thoughtful risk-takers.” Women need an edge if they're going to enjoy exceptional success in a male-focused culture, and that edge often comes from taking calculated risks. Successful women take educated risks. They do a certain amount of research and will spend some time analyzing and planning before taking a chance. This doesn't guarantee the risk will pay off, but it gives them better odds. More to the point, risk-takers are seen as managers and leaders; they're willing to accept responsibility for taking chances.

Successful women are passionate about their work. Often overlooked, passion is a crucial point for women who want to make it to the top. At least in my experience, I have never seen a woman CEO who is always cool, calm, and unemotional, yet still highly efficient. Instead, they are extroverted, enthusiastic, and fiercely dedicated. There is no question that they care deeply about their companies and their job performance, and they bring energy to their work that few can match. They have the drive to lead others. If you don't have a passion for what you are doing that can push you through the tough times, it will be very difficult for you to reach your full potential.

Successful women know when to say no. Women often feel that they need to do more than men to get ahead. And usually, doing more translates into saying yes to all requests and assignments, no matter how unfair they might be. But successful women know that setting and keeping their boundaries will have many more long-term benefits for them than doing every little project or task they are asked to do.

To get comfortable with saying no, practice! It might sound silly, but rehearsing saying no in front of a mirror, visualizing saying no to a specific request from a specific person, and even enlisting friends to role play scenarios can make a difference. What you're really doing is convincing yourself that you can draw a line in the sand between appropriate requests and inappropriate requests and still survive the experience.

Successful women know how to provide strong support to their leaders. A major factor for successful women is knowing when to contribute versus when to take the backseat. Successful women can read their leaders. They can intuit when their immediate boss, manager, or company CEO wants them to contribute a slew of ideas and when he just needs some strong support. And nine times out of ten the best way to provide that support is to listen first, speak second. That's because people who feel they are being listened to—especially leaders—will respect the listener.

Successful women know when to ask for help. Confident women realize that asking for help does not mean they are incompetent. Asking colleagues for help engages them and allows them the chance to feel valued. At the end of the day, you simply can't do it all. If you want to earn the respect of your colleagues, approach every task with the mindset of a learner. This means that you're open to new ideas and that you're not afraid to say, 'I don't know' when you're venturing into new territory. And if you are a leader, remember that people love it when 'higher-ups' ask them for assistance—it suggests they value what others know. More than that, it communicates that they're not too proud to ask for help.

Successful women put the “pro” in professional. When given an alternative project—even when it is something they may not necessarily have wanted—successful women always handle it like a pro. Doing so shows the people in their organizations that not only are they team players, but they can also change horses mid-stream and still do an excellent job.

Successful women build effective teams rather than seek the limelight. Women have a naturally participatory style. We tend to listen to ideas and acknowledge our colleagues. We also have the ability to “read” people's styles, which helps us put the right people together. Rather than try to become the superstar or take all of the credit for achievements that required a group effort, successful women put their teams on a pedestal and never miss an opportunity to applaud their achievements.

Successful women have a “thick” skin. Take pride in your abilities and understand that while standing up for yourself and being decisive and authoritative may be viewed negatively by some, most people will view it as being competent and self-confident.

The sad fact is that there are going to be people that you can never win over. When this happens you absolutely must keep pushing bravely forward. Don't let them shake you.

Recognize that you have the right and responsibility to do your job and do it well. Be assertive when necessary and always stand up for yourself and what you believe in.

Successful women don't use being a woman as an excuse for not succeeding. For some women it can be all too easy to resort to an I-can't-get-ahead-because-I-am-a-woman mentality when things aren't going their way. However, successful women understand that that excuse is unfair and self-defeating. They understand that the strengths and qualities that they bring to the job are uniquely their own and complementary to the qualities of their colleagues.

Successful women know how to earn the respect of their male peers. These women understand that there is no better way to earn respect or faster way to grow than to tackle a project that stretches them to their limits. Even if they fail, they understand that they always learn from their mistakes.

Performance trumps bias. In other words, management may be prejudiced against promoting women into top positions, for instance, but they ignore their own prejudices when someone demonstrates outstanding performance. Let's say you handle a challenging task well, achieving a significant goal. In response, male colleagues become much more willing to accept you, and bosses are more willing to promote you.

Show me a business or industry that has been dominated by men, and I'll show you women who have broken barriers and become accepted and successful. So remember, as daunting as finding acceptance and success in a male-centric culture may seem, others have done it, and you can too! **BC**

About the Author: Roxanne is the president and CEO of the Associated Builders and Contractors of New Mexico. She also serves as New Mexico's liaison to the National Associated Builders and Contractors in Washington, DC. *There's No Crying in Business: How Women Can Succeed in Male-Dominated Industries* is available at bookstores nationwide and from major online booksellers. For more information, please visit www.nocryinginbusiness.com.



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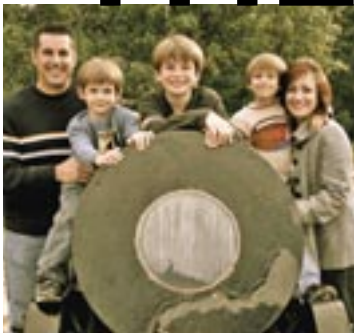
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After the upcoming 2010 elections, the Mayor of Pensacola will no longer be a member of the Pensacola City Council. He or she will instead serve as the City's elected executive under the newly adopted Mayor-Council form of government. Characterized by having a mayor who is elected by the voters, Pensacola will adopt the strong mayor form in which the elected mayor is given administrative authority and a clear, wide range of political independence.

On the following pages, *Northwest Florida's Business Climate Magazine* gives you a glimpse into the personalities and policies of the four strong mayor candidates, in alphabetical order, of course. We hope you continue to research the candidates and show up at the polls on August 24th to cast an informed vote!

THE CANDIDATES



Charles L. Bare is the owner of Catalyst Technology. Bare moved to Pensacola in 1988 to attend the University of West Florida, where he received his Bachelor of Arts and Master of Public Administration degrees. After graduating, he moved to Atlanta to work for the U.S. Department of Education. Bare and his wife returned to the Pensacola area in 1997. He was employed at UWF as Director of Government Relations and Executive Secretary to the University President. A member of the U.S. Army Reserves, Bare was called to active duty in February 2003 and spent a year in Operation Iraqi Freedom with the 358th Civil Affairs Brigade. Bare is married to JoEllen Bare, and they have three sons.

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 Youth Leadership Pensacola
 program, former chair
 Gulf Breeze Area Chamber of
 Commerce, board of directors
 and president
 UWF National Alumni Association,
 board of directors
 First United Methodist Church of
 Pensacola, Missions and
 Outreach Council chair
Website: www.advancepensacola.com



Ashton Hayward III is a Pensacola real estate broker/developer and a 2010 candidate for mayor of Pensacola. A Pensacola native, Hayward graduated from Catholic High School and received a Bachelor of Science degree from Florida State University. He moved to New York, where he worked in a variety of sales and management positions for AT&T and later as advertising director for the *Financial Times*. Hayward returned to Pensacola in 2002 and founded a real estate firm (now Pair & Hayward Properties). Hayward is married to An Hayward, and they have one son.

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 Board, member
 City of Pensacola Zoning Board
 of Adjustment, former member
 WSRE, board of directors
 Northwest Florida Transportation
 Corridor Authority, appointee
 Pensacola Country Club, board
 member
Website: www.ashtonhayward.com



Diane Mack is a small business owner and an At-Large Councilwoman on the Pensacola City Council. On the City Council, Mack serves as Vice Chair of the Community Redevelopment Agency, a member of the Enterprise Operations Committee and a member of the Finance Committee. Mack grew up in Richmond, Virginia. She earned a bachelor's degree in History from Virginia Commonwealth University. Mack worked in a variety of public relations and marketing positions before founding Diane Mack Advertising. The Mack family moved to Pensacola in 1980. Mack is married to Ronald Mack, and they have two daughters.

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 Panhandle Tiger Bay Club
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 Mentor, Take Stock in Children
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Website: www.dianemackcampaign.com



Michael Charles Wiggins is the current mayor of Pensacola. He was previously an at-large member of the Pensacola City Council, and served in that capacity from 1995-2009. He was elected Mayor in 2008. Wiggins, operator of a lawn spray and landscaping firm and a frequent host of TV talk shows, has an A.A. from Pensacola Junior College, a B.S. from Florida State University, and served as a lieutenant in the U.S. Navy. Mike has two sons and two stepchildren with his wife, Mary Ellen.

Community Involvement
 PIC Board of Governors,
 Board Member
 Pensacola Museum of Art,
 Board Member
 Clean and Green, Board Member
 Greater Escambia Community
 Foundation, Board Member
 Five Flags Rotary Club, Member
 and Paul Harris Fellow
 Pensacola Area Chamber of
 Commerce, Member
 Tourism Administration and
 Convention Committee (TAC),
 Board Member
 Transportation Planning
 Organization, Member
 First Presbyterian Church, Elder
Website: www.wiggins4mayor.com



Charles Bare

1. WHAT IS YOUR POSITION ON THE MARITIME PARK?

I believe the maritime park started as a positive plan to revitalize our waterfront. I am very concerned about the tremendous debt our city will face as the result of the financing. It is very important that we are able to fully utilize the multipurpose stadium for events that will help boost tax revenue. We must also focus on phases 2 and 3 for additional commercial development. I also support a discussion on relocating city staff to another location outside of the current city hall. If we truly want to create a catalyst on the waterfront, then we need to encourage private business growth in that area. The current city parking lot would be a far better location for a parking garage than the existing planned location on the maritime park property.

2. HOW DO YOU INTEND TO TRANSITION FROM A WEAK MAYOR TO A STRONG MAYOR?

I will re-structure the department heads into a cabinet. Each cabinet member will be granted managerial and fiscal flexibility to run his or her department like an efficient business. In addition, I will hire a Chief Administrative Officer (CAO) who will serve as my chief of staff. I will run the city on a day to day basis and the CAO will work to ensure that our cabinet members are managing their departments transparently and consistently reaching out to our citizens. I will also set a regular schedule for myself and cabinet members to visit citizens throughout our community. Finally, I will begin

meeting with our legislative delegation and other governmental leaders to push for initiatives that will benefit Pensacola.

3. WHAT PLANS DO YOU HAVE TO ATTRACT INDUSTRY AND COMMERCE AND DECREASE OUR DEPENDENCY ON TOURISM?

I will immediately appoint a diverse Economic Development Commission that will study our current workforce skills, educational opportunities and infrastructure advantages. Based on their results, we will target businesses that we can grow, expand or recruit to our area. We must first know our workforce strengths before we can attract businesses. I will meet with members of the county commission so that we can look at regional opportunities for business growth and seek funding and incentives. I will also appoint a citizen task force to review all of the city's economic initiatives, including the Community Redevelopment Agency and the Pensacola Area Chamber of Commerce, and make recommendations for better use of our limited funds.

4. WHAT IS YOUR POSITION ON CITY FUNDING FOR THE ARTS?

I believe the arts are an important part of our community. They need to be funded by a variety of sources. I support public funding of the arts on a limited basis but this must be balanced against the needs for public safety and other governmental functions.

5. WHAT DO YOU SEE AS THE MOST PRESSING ISSUE FOR THE CITY?

We must provide employment opportunities for our citizens. This requires a new strategy for economic development that will end our reliance on tourism. We must focus on bringing more than minimum wage jobs to Pensacola so that our citizens can not

only earn a decent living but also be able to raise a family. The lack of jobs causes a ripple effect which not only leads to higher crime rates, but forces people to either relocate or suffer. We have far too many people suffering right now

6. WHAT DO YOU SEE AS THE CITY'S ROLE IN RESPONDING TO THE OIL SPILL?

The city must serve as the liaison to British Petroleum and to state and federal agencies. The city must have an environmental staff person to advise the city government and citizens on their rights. The strong mayor will play a much bigger role in facilitating communications between the city and other governmental entities.

7. HOW WILL YOU WORK WITH THE POLICE CHIEF AND THE SHERIFF TO CLEAN UP THE GANG ACTIVITY—THE VIOLENCE, THE SHOOTINGS, AND THE DRUGS—THAT SEEM TO BE ON THE RISE IN PENSACOLA?

This issue is primarily economic. If we provide more opportunities for jobs, then we will reduce the dependence on other means to make money. We must get people back to work and provide opportunities for children to get involved in meaningful activities after school. The problem starts with youth and must be addressed long before the opportunity arises.

I also support a restoration of training funds to the police department so that our officers will be prepared to do the job we ask them to do.

Finally, we must team up with the Sheriff's office on a regular basis to achieve efficiency in training and management of crime in our area. I support functional consolidation of services between the sheriff and Pensacola Police as long as it does not diminish our current level of service.



Ashton Hayward III

1. WHAT IS YOUR POSITION ON THE MARITIME PARK?

I support the Maritime Park for two reasons. First, we have to develop our waterfront - it is the only way we will grow as a city. I have been advocating this for years. Second, I support the Maritime Park because Pensacola needs a "win." We need to show our citizens, and the rest of the country, that we can make a true public-private partnership work, and create a waterfront draw for businesses, entertainment, and public events. We need to send a signal that we as a city will honor our contracts and our commitments. Whether you're a private philanthropist, an out-of-state developer, or a local small contractor, people need to know that Pensacola is a place where you can do business.

2. HOW DO YOU INTEND TO TRANSITION FROM A WEAK MAYOR TO A STRONG MAYOR?

City government is really about people working to deliver services to citizens. My goal is to make sure that every city employee is on board with my vision for the future, provide those employees with the training, equipment, or skills they need to do the job, hold them accountable for results and compensate them fairly. I also want to encourage more innovation at City Hall - we have some great people working for Pensacola who simply haven't been given the encouragement to think "outside the box."

3. WHAT PLANS DO YOU HAVE TO ATTRACT INDUSTRY AND COMMERCE AND DECREASE OUR DEPENDENCY ON TOURISM?

The City of Pensacola needs to create an environment where businesses want to be, and that means going the extra mile to attract and retain business. Beautifying our urban areas, protecting our environment, expanding entertainment districts, making the city pedestrian and bicycle-friendly, public wi-fi...all these things create a sense of "place" that today's businesses know their employees want.

Specifically, I want to explore the idea of a "grant czar" at the City who would focus full-time on finding sources of funding and revenue for these sorts of projects. I would work to expand the IHMC and other high-tech employers, and improve the relationship with health care and military-industrial employers. We also have to streamline permitting so we don't continue to lose businesses to other cities, which is inexcusable.

4. WHAT IS YOUR POSITION ON CITY FUNDING FOR THE ARTS?

The arts are tremendously important to our city's culture - whether you're talking about poetry and jazz at Belmont-Devillers or Warhol at the Pensacola Museum of Art. In tough budget years, the city does have to fund essential services first, but I think there is room for more collaboration between the private sector and the public sector to promote the arts across Pensacola, perhaps including the "grant czar" I mentioned earlier.

5. WHAT DO YOU SEE AS THE MOST PRESSING ISSUE FOR THE CITY?

Creating an environment to support private sector job growth is the biggest challenge facing our City

as a whole. Internally, the massive unfunded pension liabilities facing our city budget is the biggest challenge the next Mayor will have to tackle.

6. WHAT DO YOU SEE AS THE CITY'S ROLE IN RESPONDING TO THE OIL SPILL?

The primary responsibility of the City responding to the oil spill is protecting the physical, economic, and financial health of the city and its residents. Because the county is the lead agency in emergency situations, the city's current responsibility boils down to accountability for BP and its contractors. This is a massive spill, from a massive, multinational corporation that clearly doesn't understand how to fix it. We need to hold their feet to the fire, and the City should be taking a much more aggressive posture publicly to make sure that our community is made whole - environmentally, economically, and socially.

7. HOW WILL YOU WORK WITH THE POLICE CHIEF AND THE SHERIFF TO CLEAN UP THE GANG ACTIVITY—THE VIOLENCE, THE SHOOTINGS, AND THE DRUGS—THAT SEEM TO BE ON THE RISE IN PENSACOLA?

Law enforcement experts will tell you that crime increases when unemployment increases, but there are places in Pensacola that have always been plagued by crime, even when times were good. We have to make sure that people see opportunities outside of crime and drugs - whether this means more education, better after-school programs, or an easier job market, we have to do something. My goal as Mayor would be to engage the stakeholders from all parts of our community, not just city government, but education, business, neighborhoods, law enforcement, and social services, to find the best ways to address this problem, and then act on those solutions.



Diane Mack

1. WHAT IS YOUR POSITION ON THE MARITIME PARK?

The Maritime Park is a project of supreme significance to the City and to the region from three perspectives. A public investment of this magnitude, \$52 million, sends a clear message to the private investment world that we have full confidence in the future of our downtown waterfront and our city. Private investors need to see such public confidence if they are to risk their dollars in a community. Secondly, the project will open a stunning piece of the waterfront for public use and enjoyment. Finally, the project should provide a shining example of how to make it possible for traditionally disadvantaged businesses to win contracts.

2. HOW DO YOU INTEND TO TRANSITION FROM A WEAK MAYOR TO A STRONG MAYOR?

The strong mayor's authority will be in force officially as of noon on January 10, 2011. Between the November election and that date I will meet with the outgoing mayor to arrange a working relationship for the interim and with senior staff at City Hall to set the structure of the transition. The transition should take about six months, during which time (a) an operational audit of City departments will be conducted to determine the future organization chart, (b) a chief administrative officer will be hired, and (c) department directors will have the opportunity to demonstrate their value as it relates to the mayor's vision and program of work and to their employees

3. WHAT PLANS DO YOU HAVE TO ATTRACT INDUSTRY AND COMMERCE AND DECREASE OUR DEPENDENCY ON TOURISM?

As mayor I will become directly involved in recruiting new business and clean industry to the area in concert with the Chamber. Additionally, I will (a) hire a professional director of business development to aid in the growth of existing City businesses; (b) restructure the existing tax incentive program to reward new job creation and higher wages; (c) fast-track development of the Airport Commerce Park; (d) work toward the founding of a medical college within the City; and other efforts which are detailed in my Leadership Plan for 2011-2014, available at www.dianemackcampaign.com on the "Vision 2014" page.

4. WHAT IS YOUR POSITION ON CITY FUNDING FOR THE ARTS?

There are quality of place elements that are essential to recruiting new business to a city, and a diverse and active arts scene is one of those elements. To the extent that funds may be available, supplemental support of the arts from city revenues is appropriate. It will be the City Council, not the Mayor, who will make such decisions, as the power of the purse is granted by the new City Charter solely to the City Council.

5. WHAT DO YOU SEE AS THE MOST PRESSING ISSUE FOR THE CITY?

The most pressing issue for City government is future financial stability. By law and rightfully so, we operate on a balanced budget. That budget has been balanced by cutting costs to match projected revenues. Pension costs comprise a great deal of the budget, but pension changes that would have resulted in substantial savings have essentially been rejected by the unions. So the cuts have had to

be made elsewhere, and we are on the knife edge of diminishing the quality of municipal services to an unacceptable level. The solution is twofold: First, we must look deep into the organization for efficiencies that will improve services without additional cost; secondly, we must increase the population of the City in order to produce more revenue. The greater our population, the more taxpayers there will be to share the cost.

6. WHAT DO YOU SEE AS THE CITY'S ROLE IN RESPONDING TO THE OIL SPILL?

The City of Pensacola, working with Escambia County as the lead agency in emergency operations, must protect the City shoreline and inland waterways from oil contamination to the best of our ability. We must not only pursue reimbursement for all expenses related to the disaster, but also stand beside affected businesses operating in the City and use our collective influence to make certain that their claims are fully paid.

7. HOW WILL YOU WORK WITH THE POLICE CHIEF AND THE SHERIFF TO CLEAN UP THE GANG ACTIVITY—THE VIOLENCE, THE SHOOTINGS, AND THE DRUGS—THAT SEEM TO BE ON THE RISE IN PENSACOLA?

Youth crime is a complex issue that must be attacked from many sides. Law enforcement can only effect short-term solutions and must repeat the enforcement over and over again. The long-term solution is to keep young people from entering into crime in the first place, and that will require parenting where there is no parenting, educating where education is not valued, inculcating values, and showing that the rule of law is more desirable than the law of the streets. It will require the efforts of many organizations and institutions to accomplish this over time.



Mike Wiggins

1. WHAT IS YOUR POSITION ON THE MARITIME PARK?

I am in total support of the Community Maritime Park. Our citizens voted for this park and it is important that we move forward with its construction. The park will be a linchpin for economic development in the downtown area. Not only will the park allow waterfront access to our citizens, but attractions such as the multi-use stadium will draw residents and visitors to the park as well. Private development will follow throughout the area.

2. HOW DO YOU INTEND TO TRANSITION FROM A WEAK MAYOR TO A STRONG MAYOR.

Having served as your Mayor this last term, I am ready to hit the ground running as the mayor in our new form of government. As your Mayor, I will have the knowledge of current issues, knowledge of our staff and its capabilities and an understanding of the needs of our citizens. This will enable me to develop a management team that shares my vision for the future of Pensacola and thereby be ready to govern on day one. The new Mayor will be the leader of a \$200 million organization with approximately 800 employees. With my experience, the transition will be smooth.

3. WHAT PLANS DO YOU HAVE TO ATTRACT INDUSTRY AND COMMERCE AND DECREASE OUR DEPENDENCY ON TOURISM?

Economic growth and job creation are a top priority for me. First, we must work with our economic

development partners in the field of business recruitment. As Mayor, I will be at the table working with businesses, offering incentives, and selling prospects on the value of moving to Pensacola. Second, the nourishment of existing businesses is critical. Our existing businesses create 80 percent of new jobs. I will work with these businesses to do all government can to ensure that they grow and prosper. Third, I will continue to enhance Pensacola's quality of life to attract new businesses. For example, I will promote the expansion of air services, the building of new libraries, the expansion of parks and recreation activities, the increase in beautification efforts, the support of our police and fire departments, the streamlining of government services and the implementation of customer service strategies for business and residents.

4. WHAT IS YOUR POSITION ON CITY FUNDING FOR THE ARTS?

We in Pensacola should be very proud of our arts and culture. It is important that city government assist as it can to support these organizations. Many are small with budgets that are challenged and we as the city government need to give them support. Also, studies show that investment in the arts pays off by enhancing economic development.

5. WHAT DO YOU SEE AS THE MOST PRESSING ISSUE FOR THE CITY?

There is no question that jobs and economic growth are the most pressing issues affecting the city. I will implement many of the strategies I spoke about in question #3. Also, Pensacola has been hit by a trio of events, Hurricane Ivan, the recession and now the oil spill. These events have offered the City a challenge to be faced and that is to work to assist

our businesses and citizens to overcome the obstacles in their way as they recover. I am dedicated to helping those businesses and citizens who are in need of assistance. I will utilize the services of the City and the relationships with officials on the regional, state and federal level that I have developed to move us forward.

6. WHAT DO YOU SEE AS THE CITY'S ROLE IN RESPONDING TO THE OIL SPILL?

The City's first responsibility is to be sure the shoreline of the city is protected from the oil. Second, the Mayor has to effectively communicate to our citizens the actual situation in our area. To accomplish this, I have been monitoring this situation daily and meeting with local, state and federal officials. Third, our businesses need support. To that end, I have been an advocate for the processes to repay our businesses for their losses and also communicated to the people of the region, state, and nation that Pensacola is a wonderful place to visit because of the many and varied activities offered here.

7. HOW WILL YOU WORK WITH THE POLICE CHIEF AND THE SHERIFF TO CLEAN UP THE GANG ACTIVITY—THE VIOLENCE, THE SHOOTING AND THE DRUGS—THAT SEEMS TO BE ON THE RISE IN PENSACOLA?

In the City, our statistics actually show a small reduction in crime. But, there is much work to be done. I believe in neighborhood policing and cameras in high crime areas. Of course, additional police personnel need to be funded when the budget allows. *BC*

PJC Receives National Recycling Grant

Recycling at Pensacola Junior College is getting a boost this summer with the addition of new recycling bins. PJC is a recipient of a 2010 recycling bin grant from national nonprofit Keep America Beautiful Inc. and Coca-Cola Co. To select from the large pool of 1,700 grant applicants, Keep America Beautiful used criteria including where bins are likely to have the most impact on recovering beverage containers from the waste stream, ability of recipients to sustain their program into the future, and intent to support collection programs with recycling education and promotion. For more details about PJC's recycling efforts, contact Shannon Keithley at 484-1175.

Da'Sean Butler 42nd in NBA Draft Following Andrews Institute Treatment

Da'Sean Butler experienced a traumatic knee injury with only eight minutes to go in the national semifinal game of the NCAA basketball tournament. The West Virginia senior forward's dream of playing in the NBA, likely a certainty before the injury, now appeared questionable. After intensive surgery by the world-renown orthopaedic physician Lonnie Paulos, M.D., and months of dedicated rehabilitation and training at the Andrews Institute for Orthopaedics & Sports Medicine, With Butler's permission, ESPN filmed the intensive surgery to repair his torn ACL, interviewed Dr. Paulos, and spoke with the young athlete about his NBA draft dreams and the impact his devastating injury could have on them. The full feature premiered on the "Outside the Lines" program on ESPN2 Sunday, June 20. The feature was also posted to ESPN.com.

PJC Accreditation for Bachelors Degrees Approved

Pensacola Junior College has been approved by the Southern Association of Colleges and Schools Commission on Colleges to offer bachelor degree programs. With the June 24 approval, PJC became Pensacola State College on July 1. The Florida State Board of Education approved the college to offer a Bachelor of Science in Nursing and a Bachelor of Applied Science in Administration and Supervision in May. The college plans to offer courses in these programs beginning January 2011.

UWF Foundation Announces 2010-2011 Board of Directors

The University of West Florida Foundation announced the Board of Directors for 2010-2011. The new directors beginning their terms are Caroline Hartnett, Gordon Sprague and Savannah Lewis. The 2010-2011 officers are: Pat Denkler, president; C. Ray Jones, vice president; Casey Rodgers, secretary; Brett Shaw, treasurer; and Dave Cleveland, immediate past president. Returning members of the board are: Michelle Anchors, Laverne Baker, Judith Bense, Susan Cruz, Jim Donatelli, Rick Fountain, Marny Gilluly, Tim Haag, Brian Haugen, John Hutchinson, Dennis Larry, John McGee, Richard Peterson, Nick Power, Steve Riggs, Judy Byrne Riley, Debbie Ritchie, Richard Sanfilippo, Wayne Williams and Brian Wyer. The UWF Foundation Board of Directors support the University of West Florida mission and programs by encouraging private gifts and through the financial oversight of the Foundation's investments and annual budget.

National Flight Academy Announces Major Contribution

The National Flight Academy announces a \$1.25-million

contribution from The St. Joe Community Foundation establishing a relationship to support the outfitting of the National Flight Academy and the creation of scholarship programs to engage and motivate young people in Northwest Florida. The contribution was made July 1 during the National Flight Academy "Stepping the Mast" ceremony by Britt Greene of The St. Joe Community Foundation. The National Flight Academy and The St. Joe Community Foundation are excited to explore opportunities to bring aviation-inspired learning to our region's youth. The National Flight Academy, a program of the Naval Aviation Museum Foundation, Inc., is currently under construction and scheduled to open in 2012.

Baptist Medical Group Performs First Surgery of its Kind in Pensacola

Baptist Medical Group urologic surgeon Dr. Brian Evans recently performed a laser-assisted robotic kidney surgery at Baptist Hospital - the first of its kind in the Pensacola area and only the second of its kind in the United States to occur in a facility other than The Cleveland Clinic. It's an intricate, minimally invasive surgery (also known as MIS) that allows specially trained physicians to complete their entire surgical procedure through 1-2 cm incisions. It partners the da Vinci® robotic MIS system of Intuitive Surgical, Inc. with a surgical laser from Lisa Laser USA, to provide patients the benefits of bloodless surgical removal and preservation of the healthy part of the kidney. Dr. Evans received training on both the da Vinci surgical system and the Lisa Laser during his internship and residency at Duke University Medical Center and at Intuitive Surgical headquarters in Sunnyvale, Calif. **BC**



Florida Chamber Honors Northwest Florida Pro-Business Legislators

The Florida Chamber of Commerce announced the release of the 2010 Legislative Report Card, an online tool that grades legislators based on their support of pro-job and pro-business issues during the legislative session. Calculated annually based on legislators' voting records on the issues outlined in the Florida Chamber's 2010 Florida Business Agenda, the Legislative Report Card also honors legislators from the region for their support on initiatives that will help move the state forward. The Florida Chamber applauds the following lawmakers for making pro-business decisions and pro-job legislation their top priorities: Sen. Don Gaetz, Rep. Clay Ford, Rep. Matt Gaetz, Rep. Dave Murzin, Rep. Greg Evers and Sen. Durrell Peaden.



Navarre Chamber Announces July Business and Members of the Month

The Navarre Beach Area Chamber of Commerce announced its Business and Member of the Month for July at its monthly Commerce and Coffee Breakfast. Santa Rosa Medical Center was selected Business of the Month. The organization has supported the Chamber through its title sponsorship of the 2010 Fun Fest and the special July 4th edition of Thursdays in the Park at Navarre Beach. Additionally, Santa Rosa Medical Center staff members are active participants in many Chamber events. SRMC is a full service 129-bed modern hospital facility located on Berryhill Road in Milton. For more information, visit their website, www.srmcfl.com. Amie Williamson from Trees Plus was selected Member of the Month. Ms. Williams is a member of the Chamber Board of Directors and chairs the Small Business Development Committee. Under her leadership, the committee started two new programs to benefit Chamber members.



Pensacola Chamber & Northwest Florida Next Generation Learning Community Host Summer Engineering Program

This summer, 20 high school incoming seniors can participate in "Extreme Engineering Exploration," a three-day program for 20 students currently enrolled in engineering career academies at Escambia High School and West Florida High School. The three-day workshop took place June 8-10 from 9 am to 2 pm at various locations. Students participated in a variety of activities to engage their interest in the engineering field. The Pensacola Bay Area Chamber of Commerce and Northwest Florida Next Generation Learning Community work together to enhance educational programs and workforce readiness throughout Escambia County, specifically in the fields of science, technology, engineering and math. Students enrolled in career academies are not only more prepared for the workforce, they have a 90 percent graduation rate. For more information, contact Natalie Prim, vice president of community affairs at the Pensacola Bay Area Chamber of Commerce at (850) 438-4081. BC



The University of West Florida has named **Kevin Bailey** as vice president of Student Affairs, effective August 1. Bailey has significant student affairs experience and most recently served as associate vice president of Student Affairs at Tulane University.



Dr. Susan G. Laenger, a board-certified internal medicine physician, has been elected to Fellowship in the American College of Physicians (ACP). Dr. Laenger is associated with Sacred Heart Medical Group's Tiger Point office in Gulf Breeze.



Baptist Hospital welcomes **Michael Oleksyk**, M.D., as Vice President of Medical Affairs. Dr. Oleksyk will lead all Baptist Hospital medical staff office functions including credentialing; medical staff relations, retention and communication; oversee medical staff bylaws, rules and regulations; and manage the Hospitalist program.



Mort O'Sullivan, managing partner of O'Sullivan Creel, LLP, an accounting firm, has been elected to the Gulf Power Company board of directors. O'Sullivan was an original partner in a predecessor firm, O'Sullivan Patton Jacobi, which was formed in 1981.

Pensacola Civic Center General Manager **Cyndee Pennington** has been appointed to the position of Regional Booking Coordinator for SMG. Pennington's primary focus will continue to be the successful operation of the Civic Center, while her new position will allow her to provide booking support to other SMG buildings across the southeast



Marie-Josée Viens, audiologist, has been named clinical coordinator for Baptist Hospital Speech and Hearing Center. Viens earned her doctorate in audiology from the Pennsylvania School of Optometry and has 17 years experience as a clinical audiologist.



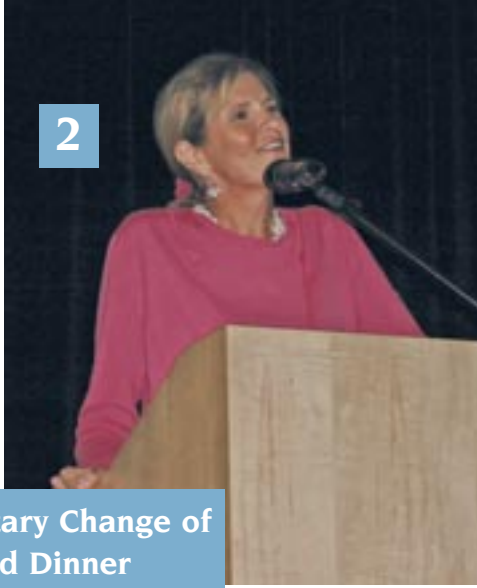
Red Square Agency has promoted traffic manager **Jarrett McCraw** to account executive. McCraw joined Red Square in July 2008 after interning in the agency's account service department.



Red Square Agency has hired **Whitney Hill** as traffic manager. Hill joins Red Square Agency after earning a bachelor's degree in marketing management and a minor in advertising from the University of South Alabama. BC



Five Flags Rotary Change of Command Dinner



Wine Festival downtown Pensacola during Gallery Night

1. Incoming Five Flags Rotary president Malcolm Ballinger and Janet Holley; 2. Becca Boles; 3. Karl Boyles; 4. Mayor Mike Wiggins awarding the Paul Harris Fellow award to Drew Adams; 5. Ted Kirchharr giving Malcolm the oath of office for president; 6. Mike Denkler receiving the Paul Harris Fellow award from Rock Penford.
7. David Peaden and Mayor Mike Wiggins; 8. Nancy Fetterman and Deborah Dunlap

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