



THE FLORIDA COUNCIL OF 100
A PROSPECTUS

ESTABLISHED 1961

OUR MISSION

“To improve the quality of life and economic well-being of all Floridians through the relentless pursuit of better, business-driven public policy”

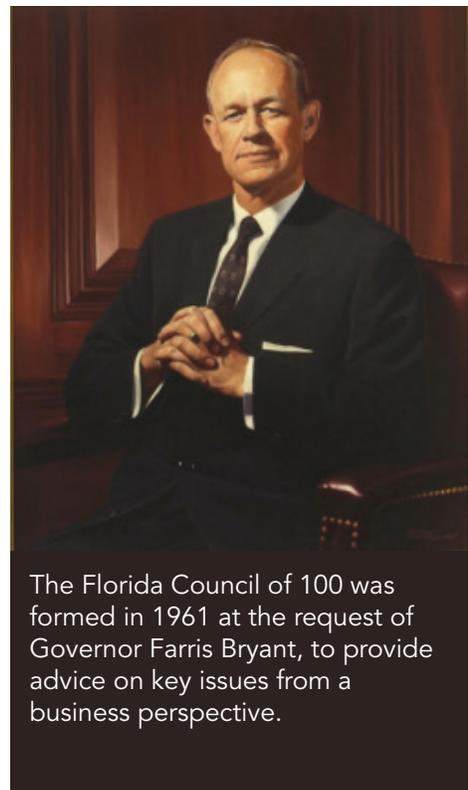
The Florida Council of 100 is a private, nonprofit, nonpartisan organization of business leaders, which exists to promote the economic growth of Florida and improve the economic well-being and quality of life of its citizenry. Representing more than 140 companies and more than a 1.3 million employees, Council members have achieved a high degree of success and recognition in their business or profession; have demonstrated involvement in Florida public policy issues; and possess the personal qualities of character, personality, and leadership.

The Council works closely with the Governor and state agencies, the Legislature, the Court, and other private organizations, to effect positive change in the state and improve the quality of life for Floridians. Through our reports, position statements, policy letters, issue advocacy, and public relations, we keep state leaders and policy makers apprised of key topics relevant to today’s Florida and make recommendations for enhancing state policies and programs in ways beneficial to all Floridians.

Helping us fulfill this mission are high-level civic leaders from around the state who assist the Council in an ex officio capacity. They include executive branch agency officials, leaders of the state PreK-12 and postsecondary systems, public and private state colleges and universities, school district superintendents, the President of Enterprise Florida, Inc., and senior active duty military officers.

The groundwork for these efforts was laid in 1961 when the Council, the first of its kind in the United States, was formed at the request of Governor Farris Bryant who was seeking advice on key issues from a business perspective.

In short, the members of the Council are business leaders who feel a responsibility, and have the determination, to improve Florida.



The Florida Council of 100 was formed in 1961 at the request of Governor Farris Bryant, to provide advice on key issues from a business perspective.

HIGHLIGHTS

Since its inception in 1961, the Florida Council of 100 has thrived under a number of outstanding Florida leaders who chaired the Council. Each chair, along with the Council's dynamic, influential membership, has been able to identify and have an impact on public policy affecting not only Florida businesses, but all Floridians, as well.

Over the years, the Council of 100 has been involved in such diverse issues as higher education, PreK-12 education, economic development, business climate competitiveness, energy, health care, growth leadership, property insurance, tort reform, transportation, inner city revitalization, civil service reform, government efficiency, criminal justice, judicial branch governance, water management, and overall quality of life. Select accomplishments resulting from these efforts are described below – as are Council “spin-off” organizations, which have successfully focused attention on specific policy areas.

Beyond the Council's exceptional work is a zeal for tackling the toughest issues of the third-largest state as Florida's premier business-driven public policy organization.

The 1960's

CHAIRS

1961-1963



Fred Dickinson, Jr.
Fisher, Dickinson
& Prior
West Palm Beach

1963-1964



Raleigh Greene
First Federal Savings &
Loan Association
St. Petersburg

1964-1965



Benjamin Oehlert, Jr.
Minute Maid Company
Orlando

1965-1966



G.T. Willey
Martin Company
Orlando

1966-1969



Fred Learey
General Telephone
Company of Florida
Tampa

Select Accomplishments

- Invited top business executives from around the U.S. to Florida to market the state
- Helped secure passage of a \$200 million bond resolution to establish more universities and community colleges in Florida
- Spearheaded Florida's campaign for a major exhibit at the World's Fair in New York in order to market Florida nationally and internationally
- Analyzed Florida's tax base and rejected the creation of a personal or corporate income tax
- Published the first comprehensive study of Florida oceanographic activities



The 1970's

CHAIRS

1969-1972



Scott Linder
Linder Industrial
Machinery Co.
Lakeland

1972-1974



Robert Thomas
Exchange
Bancorporation
Tampa

1974 - 1977



JP Taravella
Coral Ridge
Properties
Coral Springs

1977 -1979



James Brown
Southern Bell Telephone
& Telegraph Co.
Miami

1979 -1981



Marshall Criser, Jr.
Gunster, Yoakley, Criser
& Stewart
Palm Beach

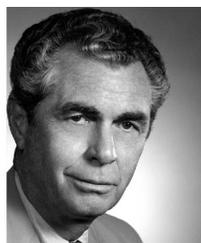
Select Accomplishments

- Supported "Right to Work" legislation and medical malpractice reform
- Spearheaded establishment of the Governor's Commission to Study Government Efficiency and the Florida Council on Economic Education, which provides youth programs relating to economics, the free enterprise system, and personal financial literacy
- Encouraged development of Florida's oil and gas resources under the principle of compatible use
- Opposed a legalized casino gambling ballot initiative
- Conducted studies of economic development in Florida and health care cost containment

The 1980's

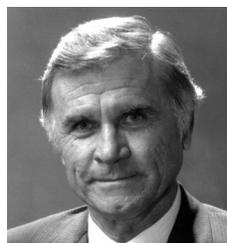
CHAIRS

1981-1983



H.L. Culbreath
TECO
Tampa

1983-1984



Fred Drake, Jr.
Mobile Home Industries
Tallahassee

1984-1986



Burke Kibler III
Holland & Knight
Tampa

1986-1988



Charlie Rice
Barnett Banks
Jacksonville

1988-1990



Bill Dover
Fleming, O'Bryan &
Fleming, P.A.
Ft. Lauderdale

Select Accomplishments

- Supported the redrafting of the State Comprehensive Plan to emphasize fiscal clarity, growth leading to improved quality of life, and a definitive implementation timetable
- Encouraged state economic development activities, including business retention and recruitment, international trade, fostering small business and entrepreneurship, and creating Spaceport Florida
- Called for the creation of a coordinating Board of Public Schools and a teacher merit pay system
- Created "Floridians for Better Transportation" as a statewide business and transportation association
- Initiated the "Partnership in Productivity" with Florida TaxWatch and the state, ultimately leading to the Davis Productivity Awards, the GAP Commission, and the Government Performance & Accountability Act

The 1990's

CHAIRS

1990-1992



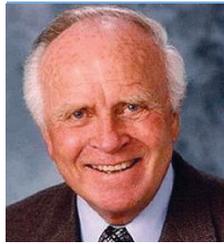
Whit Palmer
MFM Industries
Ocala

1992-1994



Jack Critchfield
Florida Progress Corp.
St. Petersburg

1994-1996



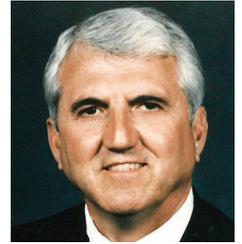
Dick Nunis
Walt Disney Attractions
Lake Buena Vista

1996-1997



Stewart Turley
Eckerd Corp.
Clearwater

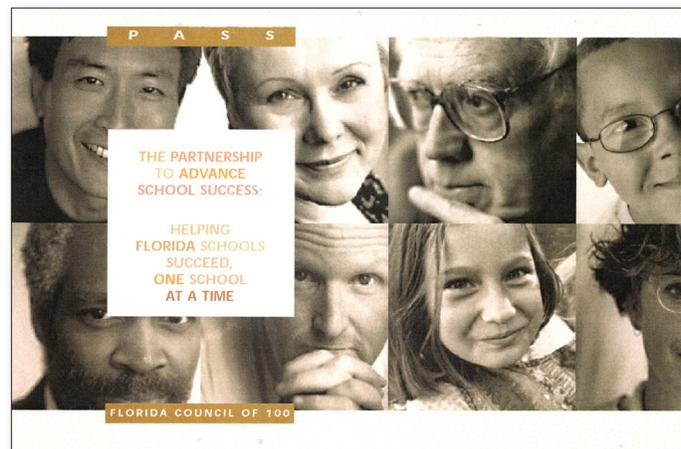
1997-1999



Pete Carpenter
CSX Transportation
Jacksonville

Select Accomplishments

- Called for significantly more funding for technology in schools
- Issued growth management recommendations regarding the funding and expediting of transportation infrastructure; improving the efficiency and effectiveness of wetlands protection, permitting, and mitigation programs; streamlining the comprehensive plan amendment process; requiring an economic impact statement for new growth management rules and amendments; and adding an Economic Development Element to comprehensive plans
- Created the “Four Points for Progress – Four Points for Partnership” approach to criminal justice reform
- Supported the establishment of Enterprise Florida
- Served as a key contributor to the Governor’s Commission on Education, that dealt with issues such as governance, technology, workforce training, standards and achievement, readiness, and funding
- Formed the “Business-Higher Education Partnership” with higher education leaders to address topics such as funding and governance
- Represented the state with three members appointed to the Constitution Revision Commission, which modernized the Cabinet, created an appointed State Board of Education, and made it more difficult to amend the Constitution by citizen initiative
- Opposed the legalization/medicalization of Schedule I drugs in Florida
- Supported the Governor’s A+ Plan for education reform, including school grading which further established school choice in Florida
- Established the “Partnership to Advance School Success” under which business leaders help principals in low-performing schools. Ultimately, the PASS program transitioned to a new nonprofit, the Council for Educational Change.



1961
5.24
MILLION



1971
7.16
MILLION



1981
10.19
MILLION



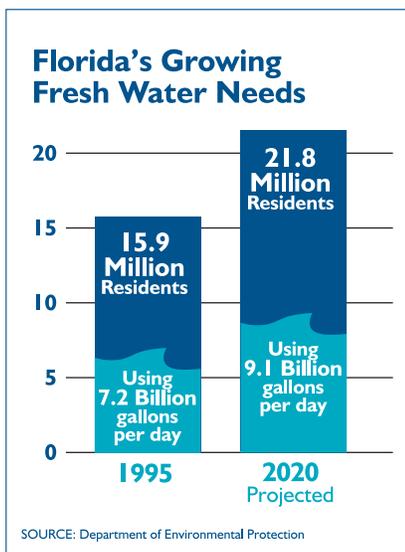
The 2000's

CHAIRS

1999-2001	2001-2003	2003-2005	2005-2007	2007-2008	2008-2010
					
Chuck Cobb, Jr. Cobb Partners Coral Gables	Al Hoffman, Jr. WCI Communities Bonita Springs	Chris Sullivan Outback Steakhouse Tampa	Peter Rummell The St. Joe Co. Jacksonville	Tom James Raymond James Financial St. Petersburg	Susan Story Gulf Power Co. Pensacola

Select Accomplishments

- Developed a compendium of best practices for revitalizing urban core areas and helped build the Governor's Front Porch Florida program
- Proposed ideas to modernize Florida's civil service system, resulting in the Governor's Service First Program
- Supported creation of universal Prekindergarten and opposed class size reduction
- Created the Florida Justice Reform Institute to fight wasteful civil litigation through legislation, promote fair and equitable legal practices, and provide information about the state of civil justice in Florida
- Recommended free-market reforms for Florida's workers' compensation and medical liability insurance markets



- Addressed statewide water supply concerns and recommended improvements to Florida's water supply management structure
- Helped found the Florida Gubernatorial Fellows Program, enabling star students to work in key areas of state government for a year
- Performed a comprehensive study of State University System funding sources and practices
- Conducted an intensive analysis of the key policy drivers facing Florida
- Orchestrated the first-ever joint meetings of the "Blue-Green Group" (business and environmental stakeholders) and of the Florida Board of Governors/State Board of Education
- Joined with the Florida Chamber of Commerce and Enterprise Florida to provide unique, single-minded recommendations relating to economic recovery and enhancement



The 2010's

CHAIRS

2010-2012, 2014



Steve Halverson
The Haskell Co.
Jacksonville

2012-2013



Marshall Criser, III
AT&T Florida
Miami

2015-2016



Rhea Law
Buchanan Ingersoll
& Rooney
Tampa

2016-2018



Pat Geraghty
Guidewell and
Florida Blue
Jacksonville

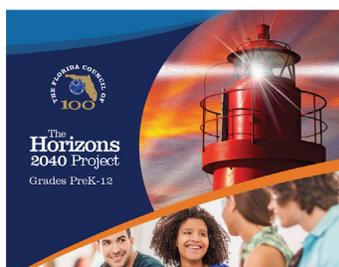
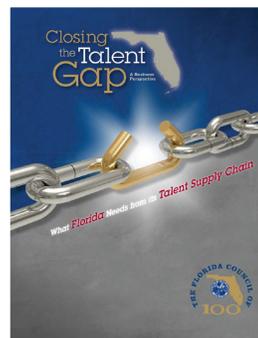
2018-2020

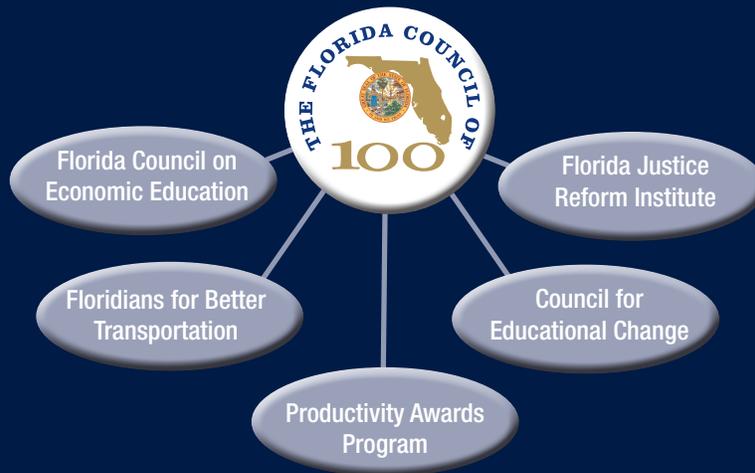


Chris Corr
Raydient Places &
Properties, RAYONIER
Wildlight

Select Accomplishments

- Recommended free-market reforms for Florida's property insurance market, business-driven changes to the governance of Florida's State Court System, and ways to restore and fortify Florida's economy in the wake of the Deepwater Horizon oil spill
- Called for federal fiscal discipline, regulatory restraint, flood insurance reform, and resources to combat Zika and enhance cybersecurity
- Published "Closing the Talent Gap: A Business Perspective," which addressed birth-to-workforce talent development issues
- Supported higher education funding, accountability, and governance reform, including topics such as performance-based funding, student financial assistance, and institutional preeminence
- Developed a Council of 100 Strategic Plan based on an intensive, introspective review of policies and programs
- Provided recommendations to state leaders regarding environmental and economic development policy priorities
- Published "Project Sunrise," a comprehensive economic competitiveness strategy for Florida
- Published "Horizons 2040," a long-term strategic plan for PreK-12 education in Florida emphasizing high standards, rigorous assessments, and strong accountability
- Published "Best Practices in Business-Academic R&D Collaboration" and a companion "100 University Ideas for Enhancing Business-University Collaboration in Florida," which developed ways for Florida universities to increase technology commercialization
- Published a policy brief regarding the impacts of PreK-12 school campus closures on students and businesses due to the COVID-19 pandemic
- Published an academic research paper using state-provided data to define the "rigor gap" that exists between student performance and state learning expectations





FLORIDA COUNCIL OF 100 SPIN-OFF ORGANIZATIONS

- **Florida Council on Economic Education (1975):** Prepares students for personal and financial success through education in economics, the free enterprise system, and personal financial literacy
- **Floridians for Better Transportation (1988):** Makes transportation safer and more efficient
- **Productivity Awards Program (1989):** Publicly recognizes and rewards state employees who increase government productivity and save taxpayers money
- **Council for Educational Change (2003):** Focuses on leadership's role in improving student achievement
- **Florida Justice Reform Institute (2005):** Fights wasteful civil litigation, promotes fair and equitable legal practices, and informs Floridians about the state of civil justice



THE FLORIDA COUNCIL OF 100

400 North Tampa Street, Suite 1010
 Tampa, Florida 33602
 813-229-1775
 fc100.org