



## **CLIMATE CHANGE: OPPORTUNITIES IN FLORIDA**

*An Executive Forum for Florida Business Leaders*

Wednesday, January 24, 2007, 8:30 AM – 1:00 PM  
Rosen Centre Hotel - 9840 International Drive - Orlando, Florida 32819 - (407) 996-9840

### **Speaker Biographies**

#### **Senator Connie Mack**

*Senior Policy Advisor*

*King & Spalding*

Senator Connie Mack is a senior policy advisor in King & Spalding's Public Policy and Government Advocacy Practice Group. Senator Mack works with the firm's clients to develop and implement strategies to successfully achieve their legislative policy goals.

Senator Mack retired in January 2001 after serving 18 years in the United States Congress, including 12 years in the Senate. During his political career he played a key role in the passage of laws dealing with banking, health care, modification of the tax code, public housing reform and the environment. Senator Mack was instrumental in leading the historic bipartisan congressional effort to double funding for biomedical research. He was the sponsor of legislation calling for the doubling of medical research funding through the National Institutes of Health, and worked tirelessly to secure the necessary appropriations. A cancer survivor, Senator Mack also has been a strong advocate for cancer research, education, early detection and treatment.

In January 2005, President George W. Bush named Senator Mack as Chairman of the President's Advisory Panel on Federal Tax Reform. This nine-member, bipartisan commission is charged with advising the Administration on ways to make the tax code less complex and more pro-growth.

At the time of his retirement, Senator Mack was Chairman of the Senate Republican Conference and Chairman of the Joint Economic Committee. He also served on the Senate Finance and Senate Banking, Housing and Urban Affairs committees. After leaving the Senate, Senator Mack served as a Senior Policy Advisor in the Government Relations practice at Shaw Pittman. Prior to his election to the Senate, he was a member of the House of Representatives for three terms representing southwest Florida. Before entering Congress, he was a banker and served as President of Florida National Bank of Lee County, Florida.

Senator Mack serves as Chairman of the Board of the H. Lee Moffitt Cancer Center & Research Institute in Tampa, and is a member of the Advisory Committee to the Director of the National Institutes of Health. He also is a member of the Boards of Directors of

Darden Restaurants, Exact Sciences Corporation, Genzyme Corporation, Moody's Corporation and Mutual of America Life Insurance Company and serves as Trustee Emeritus of the Board of Directors of the American Cancer Society Foundation. Educated at the University of Florida, Senator Mack holds a degree in marketing and business.

He received his Bachelor of Science from the University of Florida.

**William I. Chameides**  
***Chief Scientist***  
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Chameides received his Ph.D. from Yale University in 1974. After spending 30 years in academia, most recently as Regents Professor and Smithgall Chair at the Georgia Institute of Technology, Chameides joined Environmental Defense as their Chief Scientist in 2005. He is a member of the U.S. National Academy of Sciences, a Fellow of the American Geophysical Union, a recipient of the American Geophysical Union's Macelwane Award, and, "in recognition of extraordinary service," was named a National Associate of the National Academies.

An atmospheric chemist, Chameides' research focuses on global biogeochemical cycles, global change, and urban and regional-scale air pollution. Through the development and application of numerical algorithms and models as well as the design and implementation of multi-disciplinary research programs and field studies, he has endeavored to elucidate the coupled chemical, physical, and biological processes that shape our environment, and thereby help to identify pathways toward a sustainable future. He has authored or coauthored more than 120 scientific publications, and 5 books.

In addition to his academic appointments, Chameides has served as Editor of the Journal of Geophysical Research, Chief Scientist for the Southern Oxidants Study, a research program focused on understanding the causes and remedies for ground-level ozone pollution in the Southern United States, U.S.A. Study Director of CHINA-MAP, an international research program studying the effects of environmental change on agriculture in China, and Chair of the National Research Council's Committee of Air Quality Management in the United States, which was commissioned by the United States' Congress to conduct a scientific and technical evaluation of the effectiveness of the major air quality provisions of the Clean Air Act and their implementation by federal, state, and local government agencies, and to develop scientific and technical recommendations for strengthening the nation's air quality management system.

**Tucker Eskew**  
***Founding Partner***  
***ViaNovo***

Tucker Eskew is a founding partner of ViaNovo, an international management and communications consulting firm with offices in Austin, Texas; Dallas, Texas; Washington, D.C.; and Monterrey, Mexico. The former Deputy Assistant to President George W. Bush leads the firm's Washington office, overseeing the development and execution of strategic communications programs for corporate and public policy initiatives.

From grassroots America to the global information climate, Tucker has served as both high-stakes strategist and high-visibility spokesman, developing messages and tactics to lead opinion during the most intense public debates of the new century. He played leadership roles during the Afghanistan and Iraq wars; in the 2000 campaign and recount; and for the Bush-Cheney re-election.

Tucker served until December 2003 as Deputy Assistant to the President and Director of the White House Office of Global Communications. In this capacity he developed strategic communications to promote American policies around the world and led the Administration's wartime messaging.

During the war in Afghanistan, Tucker served in London as President Bush's representative to No. 10 Downing Street for communications strategy.

In 2001, during his tenure as Director of the White House Office of Media Affairs, he oversaw the Administration's strategy and tactics for "outside-the-Beltway" news organizations, talk radio, specialty media, and the President's official website.

In the mid-90s, he co-founded an electronic commerce business and later started a South Carolina-based public relations and business-consulting firm.

Previously, Tucker served eight years as Press Secretary and Communications Director to South Carolina Governor Carroll Campbell. Tucker began his career on President Ronald Reagan's 1984 re-election campaign.

Prior to forming ViaNovo, he founded Eskew Strategy Group, LLC, which was merged into the newly-formed ViaNovo in May 2005.

Tucker serves on advisory boards for several corporations, as well as the vestry of St. Paul's Episcopal Church in Alexandria, VA. He graduated with a degree in Political Science (departmental honors) from the University of the South (Sewanee).

**Steven W. Sachs, ARM**  
***Senior Vice President & Managing Director National Real Estate Practice***  
***HRH – Hilb Rogal & Hobbs***

Mr. Sachs has 32 years experience in the real estate development field as both a risk manager and insurance broker. Mr. Sachs developed the risk management function at The

Rouse Company and was employed as their Risk Manager on a contractual basis for more than 31 years. He utilizes a wide range of insurance market relationships to develop and implement innovative risk transfer products for real estate clients. He is a frequent speaker at the Risk and Insurance Management Society National Conference on disaster planning, managing large losses and loss forecasting and co-founded the Real Estate Industry Group. Mr. Sachs served from 1992 to 2000 on the Board of the Self-Insurance Education Foundation. He also served on the Board of the Self-Insurance Institute of America from 1996 to 1999. Mr. Sachs has developed the following programs for real estate clients:

- Alternative risk financing funding techniques for windstorm and earthquake deductibles.
- Risk management performance programs for a large office and shopping center developer (The Rouse Company) that reduced per square foot liability costs by 43% over a ten year period.
- Disaster recovery plans and was involved, as a team member, in the successful recovery of property operations during the Northridge earthquake, Hurricane Andrew and the ship that struck the Hilton Hotel and Riverwalk Shopping Center.

Mr. Sachs served on the Board of Directors of the Howard County Chamber of Commerce from 1996 to 2002. He has been involved in his local community having served on the Board of the Howard County spending Affordability Advisory Committee in 1996 and 1997 and currently serves on the Boards of the Columbia Festival of Arts, the Horizon Foundation and the Howard Bank. Mr. Sachs is the founder and Chairman of the Board of Sharbrooke Management Company, the operator of six Heavenly Ham franchise locations in the Baltimore Metropolitan area.

He has a BA in History from Duke University and a Masters in Liberal Arts from Johns Hopkins.

Hilb Rogal & Hobbs is the nation's seventh largest insurance brokerage firm. With more than 120 offices nationwide, HRH assists clients in managing their risks in areas such as property and casualty, employee benefits and many other areas of specialized exposures. HRH is traded on the NYSE under the stock symbol HRH.

### **Rayburn L. Butts**

#### ***Manager of Strategic and Regulatory Planning Florida Power & Light Co.***

Mr. Butts has works for Florida Power & Light Co. where he is Manager of Strategic and Regulatory Planning. He is responsible for the analysis and communication of emerging environmental issues and regulations that have the potential to impact FPL Group. He has 27 years of experience in the electric utility industry where he has been responsible for the development of regulations and legislation, power plant siting, permitting, licensing, construction and environmental sciences. His projects have included the remediation of hazardous materials contaminated sites; and environmental due diligence prior to the

acquisition of existing and new power plant projects. FPL Group includes Florida Power and Light Company, the largest electric utility in Florida serving over 8 million people with more than 20,000 megawatts of generation ownership; and FPL Energy, which owns and operates over 13000 megawatts of electric generating facilities in 26 states.

Mr. Butts previously worked for the Southern Electric System at Southern Company Services in Birmingham, Alabama, where he served for eight years as an Engineering Geologist. While at Southern Company he held registrations as a Professional Geologist in South Carolina and Georgia. He received Bachelors and Masters Degrees in Geology from Auburn University in Auburn Alabama.

**Grady Pridgen, SIOR, CCIM, CPM**  
***President, Grady Pridgen, Inc.***

Mr. Pridgen develops great places to live and work. Today, he is among the largest commercial landowners in Pinellas County. His holdings include multiple business and mixed use communities comprising more than three million square feet of employment facilities. Mr. Pridgen has relocated more than 1,000 companies in Pinellas County during the last 22 years.

Recognizing that quality of life, environment and workforce housing are critical to retaining and attracting high wage employers, Mr. Pridgen began the uphill struggle to modify land use regulations to allow urban, mass transit oriented mixed-use redevelopments in employment centers about ten years ago. His mission has now evolved to create the first zero carbon community in the United States. His journey has uncovered creative methods to drastically reduce energy, water and sewer demand as well as multiple local and state policies which prevent good land use planning, affordable workforce housing, efficient mass transit, low impact design and zero carbon energy production.

Mr. Pridgen is committed to developing sustainable communities. As a member of the Florida Green Building Coalition and the United States Green Building Council, he's making progress for the coveted Green Building and LEEDS Certification designation for the La Entrada redevelopment. Mr. Pridgen is a member of the Foundation board for Tampa Bay Watch. His environmental focus recognizes that the environment is an essential element of sustainable quality of life.

Dedicated to ensuring that everyone benefits from St. Pete's economic vitality, Mr. Pridgen has developed a "Fair share agreement" with the St. Petersburg NAACP to ensure minority vendors can fairly compete for work on Grady Pridgen, Inc.'s developments.

His charitable work is centered on children and families. Family Resources, YMCA, Pinellas Education Foundation, Big Brothers and Sisters, Boy Scouts and R' Club are among the many organizations supported by Mr. Pridgen. He is on the advisory board for the Police Athletic League and Habitat for Humanity. The father of four (three of them under age 7) Grady Pridgen and his wife Jodi frequently open their home to

organizations such as Family Resources that provide support to disadvantaged and at-risk kids and families.

In total, Mr. Pridgen's investments have added 13,500 jobs and relocated 1,000 businesses. With new projects in Hillsborough, Pinellas and Pasco Counties, Mr. Pridgen is truly focused on regional interests and improvement.

Mr. Pridgen has won several awards for his projects including Tampa Bay's Business Executive of the Year, (NAIOP) National Association of Business and Office Parks Developer of the Year, Tampa Bay Area's Top Industrial Broker, Tampa Bay Business Journal Best New Development, Top 5 Tampa Bay Area Commercial Developer, Top 5 Tampa Bay Area Land Broker and Top 20 Tampa Bay Area Property Management Company. Tampa Bay Magazine also named him Man of the Year in 2000.

Grady Pridgen is certified, SIOR: Society of Industrial and Office Realtors, CCIM: Certified Commercial Investment Member and CPM: Certified Property Manager. He is a graduate of the University of Florida, with a Bachelor of Science in Business Administration (Major: Real Estate and Urban Analysis; Minor: Finance).

## **Harris Rosen**

*President and Chief Operating Officer  
Rosen Hotels & Resorts, Inc.*

Born and raised on New York City's lower eastside, Rosen received a Bachelor of Science degree in 1961 from the School of Hotel Administration at Cornell University. He served for three years in the United States Army as an officer in Germany and South Korea, and then completed the Advanced Management course at the University of Virginia's Graduate School of Business on a Hilton Corp. Scholarship.

Rosen began his career at the Waldorf Astoria in New York City as a convention salesman. He continued with the Hilton Hotel Corporation occupying various management positions in some of the larger Hilton hotels. He worked as; the Director of Food and Beverage Operations at the Pittsburgh Hilton; the Assistant General Manager at the Buffalo Statler/Hilton; the Assistant General Manager at the Dallas Hilton; the Assistant General Manager at the New Yorker Hotel and the Manager of the Cape Kennedy Hilton.

Rosen then joined the Post Company of Dallas as Director of Hotel Operations and while there was involved in the development and management of one of the finest resort properties in Acapulco. He left the Post Company after several years to join the Disney Company in California as Director of Hotel Planning. He was intimately involved in the design and development of the Contemporary Resort Hotel and the Polynesian Village Hotel which opened at Walt Disney World in Orlando in October of 1971.

In 1974 Rosen left Disney to purchase the 256 room Quality Inn on International Drive in Orlando. Today, with 728 rooms it is the second largest Quality Inn in the chain. Along the way, Rosen acquired the Rodeway Inn International with 315 rooms and subsequently

purchased 14 acres on International Drive to build the Quality Inn Plaza which at 1,020 rooms is the largest Quality Inn in the nation.

On May 15, 1987 Rosen completed the first phase of his 640 room Comfort Inn at Lake Buena Vista. This property achieved such extraordinary success that an additional 320 rooms were completed one year ahead of schedule. On September 13, 1991, the 810 room Rosen Plaza opened its doors as the first convention hotel within the Rosen Hotels & Resorts family. It completed its first fiscal year with occupancies in the mid ninety percent range. In October 1995, he opened the 1,334 room Rosen Centre Hotel which is immediately contiguous to the Orange County Convention Center.

Approximately four years ago, Rosen acquired 250 acres directly east of the 1.5-million sq. ft. expansion of the Orlando/Orange County Convention Center. On this sight he developed his newest property, the 1,500 room Shingle Creek Resort which opened this past September. The resort has approximately 500,000 sq. ft. of meeting space and includes a multitude of resort amenities including the Shingle Creek Golf Course.

Rosen donated a 20-acre site to the University of Central Florida for the Rosen College of Hospitality Management. In addition, Rosen provided approximately \$15million in additional funds to construct the college. The college opened in January 2004 and is currently the fastest growing college in the United States having grown from 75 students to a current enrollment of nearly 2,500 in just 3 years.

Recently Rosen served as the Honorary Co-Chair of the Bethune-Cookman College Statue Project with Dr. Dorothy Height, President Emeriti of the National Council of Negro Women. The purpose of this initiative was to have a statue sculpted of America's beloved Dr. Mary McLeod Bethune including fountains and landscaping on the campus of Bethune-Cookman College which Dr. Bethune founded in 1904. The fundraiser was a huge success and in January, 2005, the statue was unveiled on the Bethune-Cookman College campus.

Rosen is a member of the Cornell Society of Hotelmen, and the Waldorf Astoria Distinguished Alumni Association, he is also the past President of the Orlando/Orange County Convention and Visitors Bureau. He currently serves on the board of directors of the Boys & Girls Club, the Boggie Creek Gang, and the YMCA Aquatic Center. Rosen's most recent philanthropic endeavors have included a \$2 ½ million dollar scholarship endowment for UCF, (which has been matched by the State), and a continuing multi million dollar commitment to the Tangelo Park neighborhood. This pilot program has provided over the past thirteen years free preschool to all two, three, and four year olds who live in the neighborhood and an all expense education for those who reside in the neighborhood and who are accepted into vocational training programs, community college, junior college or four-year college in the state of Florida. Thus far approximately 300 youngsters who reside in the neighborhood have been provided with full scholarships.

Rosen is married to Trish and they and their four children, Jack (16), Joshua (15), Adam (14) and Shayna (12) live in Orlando.

**John Woody**  
***Business Solutions Fellow***  
***Pew Center on Global Climate Change***

John Woody is the Business Solutions Fellow for the Pew Center on Global Climate Change where he works on business, technological, and policy solutions for reducing greenhouse gas emissions. Mr. Woody works with the Center's Business Environmental Leadership Council (BELC), a group of 42 largely Fortune 500 corporations working with the Pew Center to address issues related to climate change. He also engages in Pew Center analytic work on low-carbon technologies as well as climate-related markets and investment issues.

Prior to joining the Pew Center, Mr. Woody was a MAP Fellow at the Natural Resources Defense Council's Climate Center. He has also served as an advisor to the California Energy Commission on their Hydrogen Infrastructure Project while working at TIAX, LLC in Cupertino, CA.

Mr. Woody holds a Bachelor of Science degree in Earth Systems (focus in Energy Science and Technology) and a Master of Science degree in Engineering with a focus in Energy Engineering, both from Stanford University.