

Florida is for Veterans, Inc.

Annual Report

December 5, 2014

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Florida is for Veterans, Inc

Board of Directors

Members

Lieutenant Colonel, Jim Bagby, USA (Retired), *Chairman*

Brigadier General, John Adams, USA (Retired), *Secretary*

Mrs. Jamee Graff

Mrs. Courtney Heidelberg

Captain, Joseph O'Connor, USN (Retired)

Councilwoman Prebble Ramswell

First Sergeant, Tom Rice, USA (Retired), *Treasurer*

Jim Sampey, *Vice Chairman*

Lieutenant General, Martin Steele, USMC (Retired)

Committee Structure

Board Member	Internal Operations	Marketing	External Operations
Jim Bagby	Ex Officio	Ex Officio	Ex Officio
Jim Sampey		X	X
John Adams	Chair		
Tom Rice	X		X
Joseph O'Connor	X		
Courtney Heidelberg		Chair	
Jamee Graff			Chair
Martin Steele			X
Prebble Ramswell		X	

1. Status and summary of findings regarding the target market, veteran benefits, and any identified gaps in services.

The corporation is still conducting organizational meetings to ensure the structure of the corporation is in place in near future, which will allow the corporation to conduct research on the veteran demographic and identify any potential gaps in services available to veterans.

The corporation anticipates a paid staff will start work in January 2015 which will greatly accelerate the accomplishment of the goals established by the legislature.

2. Status of the marketing campaign, delivery systems of the marketing campaign, and outreach to the target market.

Florida is for Veterans, Inc. has been in close communications with its marketing partner, Visit Florida and has begun discussions on the framework of a marketing campaign and outreach to veterans and transitioning servicemembers.

The corporation anticipates that the marketing plan will be complete in the first quarter of 2015 and that marketing and outreach efforts will start shortly thereafter.

3. Status of the Veterans Employment and Training Services Program administered under s. 295.22.

The Veterans Employment and Training Services Program has not been implemented at this time. The corporation anticipates the program should launch in early 2015.

4. Proposed revisions or additions to performance measurements for the programs administered by the corporation.

Performance measurements for the programs administered by the corporation are being designed through the strategic planning process taking place in early January. Once the performance measures have been in place for one year the corporation will have the opportunity to gauge their effectiveness and propose additions or revisions.

5. Identification of contracts that the corporation has entered into to carry out its duties.

The corporation has not yet entered into any contracts. The corporation anticipates contracting with a consulting firm to facilitate strategic planning efforts.

6. Annual compliance and financial audit of accounts and records for the previous fiscal year.

The corporation has not expended any funds other than a small amount for travel to Board of Directors meetings and therefore has not

completed annual compliance or financial audits.