



ANNUAL REPORT

December 1, 2016

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October 14th, 2016

To: The Governor of the State of Florida, Members of the Cabinet, the President of the Senate, and the Speaker of the House of Representatives.

It is my distinct honor and privilege to submit Veterans Florida's annual report for 2016. This marks the second full year of operations for our organization and I'm happy to report that we have made great progress in all of our major program areas.

Our nationwide, veteran focused marketing campaign brought over 170,000 visitors to our website and provided them with information on the benefits and opportunities available for veterans in Florida. Additionally, we've built an army of followers on social media that are consistently engaged with content designed to encourage them to find employment or open a business in Florida.

In September, we added a major component to our website: The Veterans Florida Career Portal. This new tool will allow veterans who visit our site to plan their transition from active duty, translate their military skills into civilian skills, build a resume, as well as search and apply for jobs.

The Veterans Florida Business Training Grant program started taking applications in early January and to date we have contracted with 16 businesses that have hired over 60 veterans. Interest in the program grows everyday and the staff is working with over 40 companies to complete their applications.

This year marked the graduation of the first class of the Veterans Florida Entrepreneurship Program. The program was a resounding success with 167 graduates completing a challenging 11-week program during the spring and early summer. These veterans are well on their way to starting some impressive companies in Florida and we couldn't be more proud of them. Next year's class is currently being recruited and we expect to have almost 300 graduates.

The Board of Directors and staff of Veterans Florida take pride in accomplishing this important mission in a transparent and cost-effective manner, always remembering that we have been entrusted with the taxpayer's dollars. I'm proud of the team we've built, what we have accomplished so far, and very excited for the future of this program.

Sincerely,



James Bagby

Chairman, Veterans Florida Board of Directors

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About Veterans Florida

Veterans Florida is a non-profit corporation created by the State of Florida in 2014 to help veterans fully transition to civilian life in the Sunshine State. We connect veterans to employers, grant funds to employers to hire and train veterans, and educate veterans on how to open their own businesses in the Florida.

Veterans Florida is backed by the State of Florida. Our board is appointed by the Governor, Speaker of the Florida House of Representatives, and the President of the Florida Senate. Board members represent retired military personnel, military spouses, a range of ages, and possess experience and expertise in business, education, government relations, marketing, and information management.

Additionally, our staff is composed of veterans with experience in state veterans' programs, economic development, and workforce development. Our unique programs assist Florida businesses recruit, train, and hire veterans to meet workforce needs.

Every business has a need for a talented workforce and today's veterans are a great fit for any company looking for hard-working, intelligent men and women with a unique mission-focused attitude. Veterans Florida is here to help Florida businesses recruit, hire and train America's best talent resource, our veterans.

The Veterans Florida Career Portal was recently launched as a way to connect veterans who live or would like to move to Florida with employers in the state. Businesses can register for a free account on our website, which gives them the ability to post their job announcements and search our resume database. For employers without their own applicant tracking system, this system has some great tools to help them track their job announcements performance, screen and manage candidates, as well as track their hiring activity from first contact through to the final employment offer. Larger employers with their own applicant tracking systems can link the job postings on the Veterans Florida Career Portal to their own site. We can also setup an automated feed of jobs from company's website to ours.

Veterans Florida works with Visit Florida to administer a comprehensive, nationwide advertising campaign that draws hundreds of thousands of veterans and their families to our website to learn more about the benefits and opportunities available for them in the Sunshine State. By working with Veterans Florida, businesses can tap into this audience and recruit from America's best talent resource: our veterans.

Veterans Florida also manages two statutory grant programs, The Veterans Florida Business Training Grant Program and the Veterans Florida Entrepreneurship Program.

Meet the Board of Directors

Lieutenant Colonel (Retired) Jim Bagby, Chairman of the Board



Jim Bagby was appointed to the Board of Directors by former Senate President Don Gaetz and elected Chairman by a vote of the Board. Jim grew up near Tyler, Texas. He and his wife, Jennie, have two daughters: Sara, who lives and works in New York City and Jennifer, who lives and works in Mount Pleasant, SC. Jim has a Bachelor of Science degree in Engineering from West Point and a Master's degree in Public Administration from Western Kentucky University.

Jim's work experience includes 24 years in the US Army with a variety of operational and staff assignments throughout the world. Prior to becoming the General Manager of One Seagrove Place he was the Executive Director of Visit South Walton and prior to that served as the Town Manager of

Rosemary Beach.

Jim served two terms on the City of Destin City Council and currently serves on the Walton County Chamber of Commerce Board of Directors. He is a Lector and Eucharistic Minister at Resurrection Catholic Church. His hobbies include reading, golfing and riding his Harley Davidson.

Jim Sampey, Vice-Chairman of the Board



After serving 23 years at Cox Target Media, including roles as President of Valpak and Executive Vice President at Cox Target Media, Jim Sampey founded CIHU (Can I Help You?), LLC, in retirement, helping friends and business associates to take their businesses to the next level.

Jim is engaged as Founder, Advisor and/or Investor to several organizations including Live Water Sports, Sky Data Ventures, Sterling Payment Technologies, Valpak, and Shinn and Company, savvycard.com, Prime Medical Apparel, and Performance Health Applied Technologies. He also serves on various Boards including the Tampa Bay Partnership, University of Dayton, SunTrust Bank, Now Up Foundation, Vision Integrated Graphics, and the Tampa Bay Defense Alliance.

Jim has a Bachelor's degree in business from the University of Dayton. He is married to his wife of 20 years, Carol, and has three children Jimmy, Ryan and Rachel.

Governor Rick Scott appointed Jim to the Board of Directors and his peers selected him as the Board's first Vice-Chair.

Brigadier General (Retired) John Adams, Secretary



Brigadier General John Adams retired from the U.S. Army in September 2007, culminating his service as Deputy U.S. Military Representative to the North Atlantic Treaty Organization (NATO). As a Foreign Area Officer, Military Intelligence Officer, and Army Aviator, his more than thirty years of active duty service in command and staff assignments included nearly eighteen years in Europe, Asia, the Middle East, and Africa.

He is the founder and President of Guardian Six LLC, a Florida-based Service-Disabled Veteran Owned Small Business that assists clients in successfully analyzing national security issues and addressing U.S. and allied national security requirements.

John holds a Master's in International Relations (Boston University), English (University of Massachusetts), and Strategic Studies (U.S. Army War College). He taught English at West Point from 1988-90. He is proficient in French, Dutch, German, and Croatian.

John and his wife, Laura Magan, MD, make their home in Gulf Breeze, Florida. They enjoy sailing, hiking, and cooking. He is a member of the Gulf Breeze Rotary Club and a member of the Board of Directors of Panhandle Warrior Partnership. Former Speaker of the House Will Weatherford appointed John to the Board of Directors.

First Sergeant (Retired) Tom Rice, Treasurer



Tom Rice is the owner and chef of The Magnolia Grill of Ft. Walton Beach, which he and his wife, Peggy, opened in 1996. In 2004, the Magnolia Grill received Florida's Good Neighbor Award from the National Restaurant Association and was the Greater Ft. Walton Beach Chamber of Commerce's Small Business of the Year. In July 2007, Congressman Jeff Miller recognized Tom and Peggy for humanitarian work in the Congressional Record of the 110th Congress. Tom was selected as the Northwest Florida Daily News Person of the Year for 2015 for his community service and his support of Veterans and their families.

Tom serves on numerous Boards including the Community Advisory Board of the Salvation Army, the Emerald Coast Chapter of the Association of the United States Army and chairs the Veterans Tribute Tower Committee for Beal Memorial Cemetery. He is past President and Volunteer of the Year for The Fischer House of the Emerald Coast located on Eglin AFB., and Life Member of the Veterans of Foreign Wars and DAV 72.

Tom is a Veteran and retired as First Sgt. from the US Army. He is married to Peggy Starkey Rice and they are the parents of one daughter, Meghan, who is a graduate of Auburn University. Tom was appointed to the Board of Directors by former Senate President Don Gaetz.

Jamee Graff



Appointed to the Board of Directors by former Speaker of the House Will Weatherford to represent active, transitioning, and retired military spouses. Jamee Graff brings a wealth of experience to the Veterans Florida Board.

As a military spouse and mother, Jamee has been a champion for military spouses and families for more than twenty years. She understands the complex nature of being a military spouse and is passionate about being a voice for military spouses and families. She is continuing that dedication while serving as a Board Member of Veterans Florida, and the Chair of the External Affairs Committee.

Along with raising four children and navigating multiple moves, Jamee attended University of Alaska where she graduated from nursing school. She also received her Bachelor of Science degree in Business Management from Bellevue University. She began her career as a Real Estate professional, focusing on the unique needs of a military family during frequent relocations and change of duty stations.

While in Washington D.C., Jamee led a committee of Air Force General Officer spouses in a program to help the recovery journey of Wounded Warriors and their families at Walter Reed National Military Medical Center. This program provided real, personal interaction with Wounded Warriors and their families, encouraging Veterans and their families to interact with their disabilities in simple activities.

While at Tyndall AFB, FL, Jamee worked with base organizations and personnel to help bridge the gap between military spouse and families with the base leadership. She served as the honorary President and Vice President of the Tyndall AFB Officer Spouse Club, which championed support for spouses during times of need and during service member deployment. Jamee also created new liaisons and worked closely with the Bay County Chamber of Commerce and the Bay Defense Alliance to garner community support for Tyndall AFB families. Jamee also served on the Panama City Habitat for Humanity Board and worked closely with the Wounded Warrior Beach Retreat.

Jamee is currently a Real Estate Professional with Berkshire Hathaway HomeServices and a Board Member on the Niceville High School Student Advisory Council. Jamee is married to the former Tyndall AFB Wing Commander, Colonel (retired) David Graff. They reside in Niceville, Florida, with their four children Ellie, Ryan, Marc, and Addie Kate.

Lieutenant General (Retired) Martin Steele



Born in Philadelphia, Pennsylvania, and raised in Fayetteville, Arkansas, Lieutenant General (Retired) Martin R. Steele enlisted in the Marine Corps in January 1965. He rose from private to three-star general, culminating his military career as the Deputy Chief of Staff for Plans, Policies and Operations at Headquarters, US Marine Corps, in Washington, DC, in August of 1999.

A decorated combat Veteran with 34-1/2 years of service, he is a recognized expert in the integration of all elements of national power (diplomatic, economic, informational, and military) with strategic military war plans and has served as an executive strategic planner/policy director in multiple theaters across Asia. His extraordinary career was chronicled as one of three principles in the award-winning military biography *Boys of '67* by Charles Jones.

Upon his retirement from active duty in 1999, he served as President and CEO of the Intrepid Sea-Air-Space Museum in New York City. Under his leadership, they adopted the mission statement of "Honor our heroes, educate the public, and inspire our youth about the price of freedom."

Currently, General Steele serves as the Associate Vice President for Veterans Research, the Executive Director of Military Partnerships, and Co-Chair of the Veterans Reintegration Steering Committee at the University of South Florida in Tampa, Florida. Additionally, General Steele is the Chairman and Chief Executive Officer of Steele Partners, Inc., a strategic advisory and leadership consulting company.

General Steele is a graduate of the University of Arkansas where he obtained a Bachelor of Arts degree in History ('74) and was recognized as a Distinguished Graduate of the Fulbright College of Arts and Sciences. He is a recipient of the 2013 Arkansas Alumni Award Citation of Distinguished Alumni which recognizes exceptional professional and personal achievement and extraordinary distinction in a chosen field. He also holds three Masters Degrees from Central Michigan University, Salve Regina College, and the Naval War College.

Married to the former Cynthia Bayliss of Little Rock, Arkansas, the Steele's live in Tampa and are the parents of three adult children and three grandchildren. General Steele serves proudly on several boards across the country to include the Marine Corps Scholarship Foundation, Fisher House Foundation, Stability Institute, Call of Duty Endowment, Stay in Step Foundation, Operation Helping Hand, Veterans Advantage, University of Arkansas Veterans Resource and Information Center Board, and the Jesse Lewis Choose Love Foundation.

Former Speaker of the House Will Weatherford appointed General Steele to the Board of Directors.

Dr. Prebble Q. Ramswell



Prebble Q Ramswell was a Division I swimmer and coach prior to her acceptance of a position with the Central Intelligence Agency where she spent six years working in Counterterrorism.

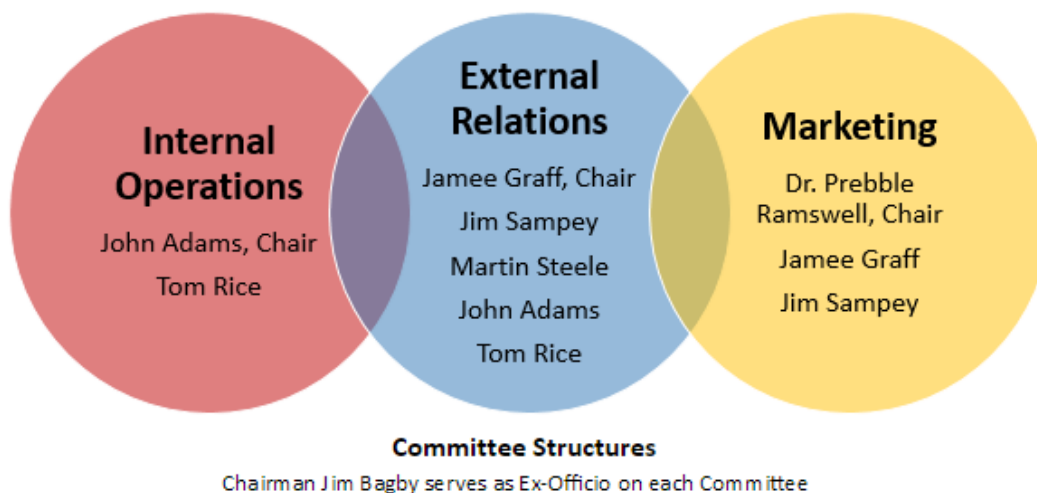
Upon moving to Florida after her husband was named Course Director EUCOM at the USAF Special Operations School at Hurlburt Field, Ramswell embraced a new challenge: running for Destin City Council in March 2014. Her successful bid for Councilwoman led to appointments on the Growth Management and Economic Development Board and International Relations Committee with the Florida League of Cities, as well as appointments to the Okaloosa-Walton Transportation Planning

Organization, YMCA Board, and the Okaloosa County Economic Development Council Policy Board. Ms. Ramswell has also served on the Board of Directors for organizations including the Junior League of Northern Virginia, Junior League of the Emerald Coast, Montessori Learning Center in Fort Walton Beach, Gulf Swimming, and the Children's Museum of Northern Virginia.

Prebble earned BA's in Psychology, Sociology, and Political Science from the University of Houston, a Masters in Liberal Arts/Social Science from Texas Christian University, and PhD in International Development/Political Science from the University of Southern Mississippi. She currently serves as the Academic Director for History and Political Science at Columbia Southern University.

She is an active community volunteer and a proud member of the Destin Rotary Club. She has served as a lead instructor for the Destin Fire Rescue Foundation's Junior Lifeguard Program since 2010. Ramswell and her husband, Tony, live in Destin with their daughter, Briar.

Prebble was appointed to the Board of Directors by former Senate President Don Gaetz.



**There are currently two vacancies on the Veterans Florida Board of Directors. These positions were previously held by Captain (Retired) Joe O'Connor and Courtney Heidelberg until June 30, 2016.*

Meet the Staff

Veterans Florida is currently comprised of a small staff who work to complete and implement the tasks that will accomplish the organizational goals and objectives of the corporation.

Bobby Carbonell, Executive Director



Bobby Carbonell joined Veterans Florida as the corporation's first Executive Director in January 2015. Prior to his position with Veterans Florida, Bobby served as the Legislative and Cabinet Affairs Director for the Florida Department of Veterans' Affairs and the Deputy Legislative Affairs Director for the Department of Military Affairs.

Bobby also serves as an Aircraft Maintenance Officer in the Florida Air National Guard's 125th Fighter Wing. He served as the Aide-de-Camp for the 1st Air Force Commander at Tyndall AFB, Florida, from 2012-2013. Prior to commissioning in 2010, he spent 10 years as a soldier in the Florida Army National Guard. His Army career included a tour in Iraq in 2003-2004 and selection as 83rd Troop Command's Non-Commissioned Officer of the Year in 2010.

Bobby lives in Tallahassee with his wife, Jamie, and his daughter, Sophie. He graduated from Florida State University in 2007 with a Bachelor of Arts in International Affairs. He also co-owns Growler Country, a small business in Tallahassee with his brother Michael Carbonell.

Joe Marino, Chief Operating Officer



Joe Marino has been active in Florida Legislative policy regarding military, Veteran and defense economic development issues since 2002. He founded a trade association in 2010 for Florida defense businesses working to improve their business climate in Florida and to connect defense businesses for opportunities across the state.

Joe is a West Point graduate and former US Army officer. During his time in the Army, he was a commissioned Air Defense Artillery Officer. Following his military service, Joe spent eight years working for the State of Florida in various capacities. From 2008 to 2010, he was the Governor's Office liaison to the state's military installations and communities. From 2006 to 2008, he was Deputy Legislative Affairs Director for the Florida Department of Veterans Affairs, advocating for Veterans issues and the departmental budget. From 2002 to 2006, he also worked as legislative analyst on the Florida House of Representative's Military and Veterans Affairs Committee.

Prior to his time with the State of Florida, Joe was a recruiter assisting separating military officers find employment with Fortune 500 companies.

Joe was born and raised in the Tampa, Florida, area and graduated from Brandon High.

Erika McMillon, Budget Manager

Erika McMillon joined Veterans Florida in October 2016 as the Budget Manager. Previously, she was employed as a Senior Accountant with the Leon County School Board. She also has five years' experience within the State of Florida as an Accountant and Tax Auditor.

Erika is a 2007 graduate of the Florida State University with a Bachelor's degree in Finance. In her free time, she enjoys outdoor activities with her son Eric Jr., traveling with family, attending FSU and FAMU sporting events, and volunteering with her church's Youth Department. Born and raised in Quincy, FL, she is a 2004 graduate of East Gadsden High and currently lives in Tallahassee.

Cassie Wheeler, Business Training Grant Manager

Cassie Wheeler joined Veterans Florida as the Business Training Grant Manager in June 2016. Cassie is a graduate of the Florida State University with a Bachelor's degree in Political Science. Prior to working at Veterans Florida, she worked as a Grant Manager for the Florida Department of Highway Safety and Motor Vehicles, the Florida Division of Emergency Management, the Federal Emergency Management Agency, and the United States Peace Corps.

Cassie spends her free time volunteering with the Returned Peace Corps Volunteers of North Florida and traveling. Cassie was born in Erie, PA and currently lives in Tallahassee.

Jimmy Smith, Entrepreneurship Program Manager

Jimmy Smith joined Veterans Florida as the organization's Entrepreneurship Program Manager in October 2016. Jimmy is a graduate of Flagler College with a Bachelor's degree in Business Administration. Prior to joining Veterans Florida, Jimmy worked in both private and public sector roles at Enterprise Holdings, the Florida Department of Agriculture and Consumer Services, the Florida Senate, and the Florida Army National Guard.

In 2003 Jimmy participated in the invasion of Iraq, and in the years following participated in numerous hurricane relief operations. Over 12 years, Jimmy held enlisted positions in the Infantry and was a NCO in both the Calvary and in Military Intelligence.

Jimmy is also a successful entrepreneur founding and operating Republic of West Florida Trading Company, a small business that manufactured and sold animal treats made from recycled grains from small breweries. Jimmy was born and raised in Fort Walton Beach, FL and currently lives in Tallahassee with his wife Amy and their daughter Elizabeth.

Veterans Florida Business Training Grant Program

The Veterans Florida Business Training Grant program provides grant funding for customized, skills-based curriculum development and training, through partial reimbursement, to businesses in Florida's targeted, high-growth and high-wage industries (qualified targeted industries). These are high-skill industries producing goods or services and wages generally 125 percent above state or local wages.

The program is a state-funded grant program that provides funding to qualifying businesses to train their new, full-time employees. Funding is provided in the form of a performance-based reimbursable grant, for a 12-month maximum term per new employee. A business pays for pre-approved, direct training-related costs and is reimbursed by Veterans Florida upon submission of required documentation. Also, a business may apply for and receive funds concurrently with the Quick Response Training Program or Florida Flex Grants administered by CareerSource Florida.

Veterans Florida is currently working with an additional 40 businesses to complete the application process. The program has a projected 584 total veteran hires by businesses currently under contract with 60 hires to date, all in 2016. Of the 60 veterans that have been hired in 2016, 33 of those veterans have completed their required training resulting in a total reimbursement to Florida businesses of \$141,926.80. In 2016, Veterans Florida has partnered with 16 businesses to provide reimbursement for the cost of hiring and training veterans:



Altair Training Solutions, Inc. Altair Training Solutions, Inc. is a service-disabled veteran owned small business. Altair is a 1200-acre facility that is utilized for training, testing and

developing the skills, technology, and equipment required for the execution of Special Operations missions by military, government, and law enforcement organizations. The company, based out of Immokalee, FL, has committed to hiring and training 91 veterans for positions including Research Assistants, Facility Supervisors, Heavy Equipment Operators, Government Contract Specialists, and Security Officers.

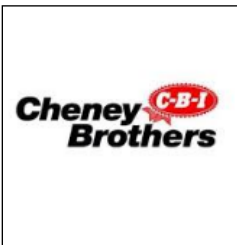




CPG Enterprises, Inc. CPG Enterprises, Inc. provides carrier and broker services with flatbed trucks throughout the State of Florida. The company, based out of Orlando, FL, has committed to hiring and training 30 veterans to fulfill positions in the transportation industry.



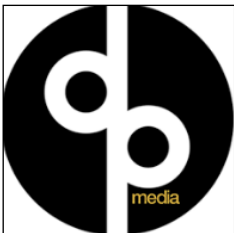
Certified Manufacturing Certified Manufacturing is a woman-owned small manufacturing business that specializes in the manufacturing of electrical harness assemblies as well as circuit card and electro mechanical assemblies for Boeing, DRS, NAVAIR and the USAF. The company, based out of Holt, FL, has committed to hiring and training 11 veterans for positions including Program Leads, QA Inspectors, Assemblers, and Test Technicians.



Cheney Brothers, Inc. Cheney Brothers, Inc. is a broad line food distributor carrying over 15,000 different products. Employees are required to receive specialized training in heavy equipment operation, hazardous materials, and food safety. The company, based out of Riviera Beach, FL, has committed to hiring and training 105 veterans for positions including Security Officers, Sales Representatives, Drivers, and Equipment Operators.



Destin Jet, LLC Destin Jet, LLC is the sole provider of general aviation services in Destin, FL and specializes in the refueling of a variety of general aviation and military aircraft. The company has committed to hiring and training 10 veterans as Linemen and Customer Service Representatives.



DigiPro Media DigiPro Media specializes in multiple forms of digital media including proprietary software development, web design, IT support, ecommerce, processing, target marketing and fundraising. The company, based out of Pensacola, FL, has committed to hiring and training 37 veterans for positions including Graphic Designers, Content Writers, Accountants, Back-End Developers, Digital Marketing, and Training Developers.



Digital Reception Services, Inc. Digital Reception Services, Inc. is one of the largest DISH Network Sales and Service providers in the United States, with 10 locations throughout Florida that employ over 400 technicians and 50 support professionals. The company, based out of Tampa, FL, has committed to hiring and training 100 veterans as Installation Technicians.



DreamWare, Inc. DreamWare, Inc. creates unique web applications built for worldwide scalability and is focused on developing responsive web applications and services to improve mobile eCommerce. The company, based out of Naples, FL will use Business Training Grant funds to hire and train veterans for positions including Account Managers, Marketing Specialists, IT Support Specialists, Front End Developers, and Systems Automated Developers.



First Family Insurance First Family Insurance works with its clients to find the best available insurance plans to meet their needs offering Medicare, Health, Life, Property and Casualty insurance. The company, based out of Fort Myers, FL, has committed to hiring and training 28 veterans for positions as Licensed Insurance Agents and Insurance Agent Supervisors.



Knight Enterprises Knight Enterprises provides residential wireline telephone services to the southeast region of the United States. The company, based out of Clearwater, FL, has committed to hiring and training 63 veterans as Broadband Technicians.



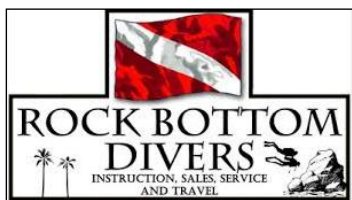
Lockheed Martin Corporation Lockheed Martin Corporation is the world's largest global security and aerospace company principally engaged in the research, design, development, manufacturing, integration and sustainment of advanced technology systems, products, and services. In Florida, Lockheed Martin Corporation currently employs more than 12,000 highly skilled workers spanning a number of targeted industries including Space Vehicles and Guided Missile Manufacturing. The company, based out of Orlando, FL, has committed to hiring and training 32 veterans as Electronic Associates & Assemblers, Engineers, and Management Analysts.



Pemco World Air Services Pemco World Air Services provides services to companies in need of aircraft maintenance, aircraft modifications, and design engineering. The company, based out of Tampa, FL, has committed to hiring and training 35 veterans as Interior Mechanics, Structural Designers, and Aviation Technicians.



ReliaQuest, LLC ReliaQuest, LLC is an IT security co-management and consulting firm that ensures organizations remain secure and compliant with the latest relevant security technology innovations and services in an effort to simplify the complex interactions between security, risk and compliance. This allows ReliaQuest, LLC to minimize loss of data and business disruptions for their clients. The company, based out of Tampa, FL, has committed to hiring and training 50 veterans to be Security Analysts and Security Engineers.



Rock Bottom Divers Rock Bottom Divers is a combat veteran owned and operated full service dive shop. Rock Bottom Divers provides maintenance on life support, scuba dive equipment, as well as travel services. The company, based out of Dunedin, FL, has committed to hiring and training two veterans to be Scuba Regulator Repair and Cylinder Technicians.



Sea & Sky, Inc. Sea & Sky, Inc. has been providing producing and selling powered paragliders for nearly 20 years, as well as providing pilot and aircraft production training. The company, based out of Fort Walton Beach, FL, will use Business Training Grant funds to hire and train veterans to be General Managers.



Veteran Healthcare Supply Solutions, Inc. Veterans Healthcare Supply Solutions, Inc. is a wholesale distribution company that focuses on healthcare related products with a main customer focus of Federal healthcare facilities. Veterans Healthcare Supply Solutions has a 100% veteran workforce and is owned and operated by a Service Disabled Veteran. The company, based out of Jacksonville, FL, has committed to hiring and training 5 veterans as Business Developers, Executive Assistants, Defense Logistics Managers, and General Managers.

Veterans Florida Entrepreneurship Program



Our Veterans Florida Entrepreneurship Program helped over 160 veterans start their own businesses in 2016 and we're gearing up to start the next program in January 2017. The program is administered by Veterans Florida and instruction is delivered by a network of seven state Universities and Colleges. Our curriculum is based on the nationally recognized lean startup method and was collaboratively designed by our network partners. This year's program features two phases:

Phase 1: The program begins with 15 weeks of instruction where students attend full-day workshops every other Saturday while completing online coursework in between scheduled face-to-face instruction.

Phase 2: After graduating from the education phase, the students are paired with mentors from their local business community or consultants from the Small Business Development Centers at each institution so they always have someone to help them while they are launching their businesses.

The 2016 Veterans Florida Entrepreneurship Program partnered with the University of West Florida as the Host Partner Institution to administer the program and provide programmatic assistance to the participating Network Partner Colleges and Universities: University of North Florida, Florida Atlantic University, Florida Gulf Coast University, and Hillsborough Community College.

This year's program received 612 applications from interested veterans, of which 424 were accepted and enrolled in Phase 1. Veterans who completed Phase 1 of the program moved onto Phase 2, which consisted of a program-wide total of 823 hours of instruction, 95 Florida businesses participating as speakers/mentors, and 951 hours of mentoring/consulting services provided to participants. At the conclusion of Phase 2, a total of 167 veterans graduated from the program.

Following the conclusion on the 2016 Program, Veterans Florida moved the administration of the program in-house, eliminating the need for a Host Partner University. Veterans Florida also published a Request for Proposal (RFP) with the goal of selecting two additional colleges/universities to serve as



Network Partner institutions. The selection process was completed October 11, 2016, bringing the total number of Network Partner institutions to seven (7).

Veterans Florida began accepting applications from veterans wishing to participate in year two of the program on October 17, 2016 and will work with Network Partners to select 280 veterans to participate. Year two of the Veterans Florida Entrepreneurship Program will begin in January 2017 and be offered at Florida Agricultural & Mechanical University, University of Central Florida, University of West Florida, University of North Florida, Florida Gulf Coast University, Florida Atlantic University, and Hillsborough Community College.



Marketing

Veterans Florida started its nationwide, veteran focused marketing campaign in January 2016. The organization selected Miles Media, one of the roster agencies of Visit Florida to handle the execution of the marketing campaign. Miles Media handles media strategy and planning, creative work (website, print ads, video and photo), analytics and purchase advertising space on behalf of Veterans Florida.

The marketing campaign is guided by the thorough research conducted in 2015 and updated in 2016. Every website section, article, social media post and advertisement is based on the valuable feedback received from actual veterans through our market research.

The target audience for the campaign is active duty military members anticipating separation in the next 24 months, veterans separated from the military for less than 24 months, and the spouses of both groups. The campaign is focused almost exclusively on recruiting veterans outside of Florida and encouraging them to relocate to Florida by reinforcing the state's standing as the "Most Veteran Friendly State in the Nation".

Advertisements are targeted to reach areas of the country around major military installations through digital targeting of certain zip codes and IP address. Print advertising is done only in publications that are either read or available exclusively to military members or veterans.

Marketing Campaign Metrics

January-October 2016

Unique Website Visitors to veteransflorida.org: 173,480

Website Page Views: 395,807

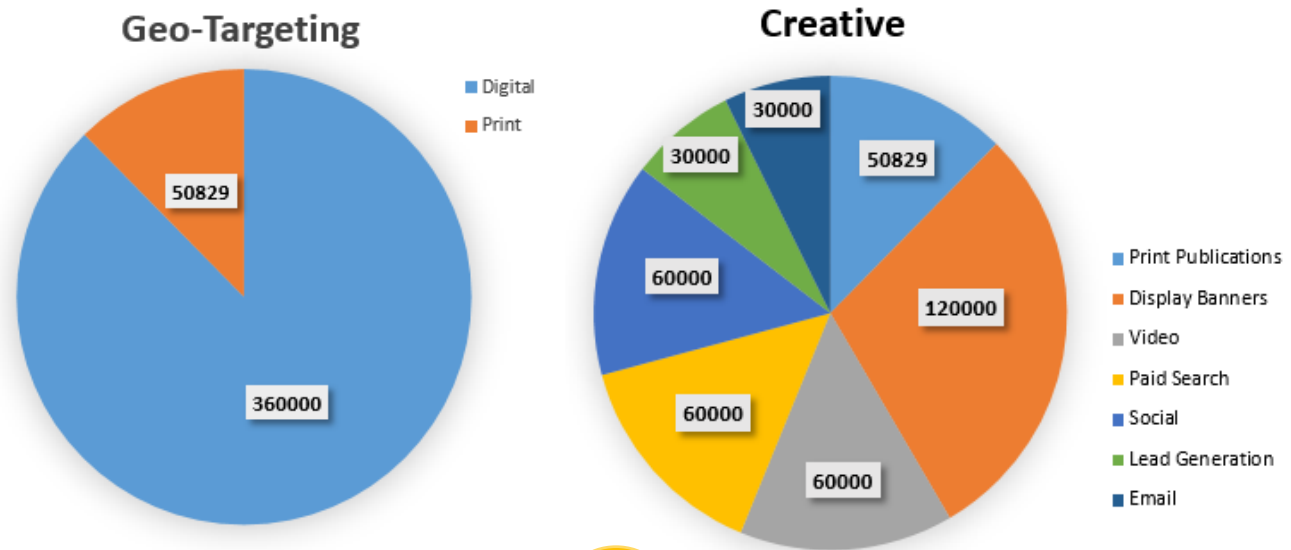
Facebook Followers: 70,976

Twitter Followers: 184

LinkedIn Followers: 121

Newsletter Subscribers: 9,683

Media Breakout

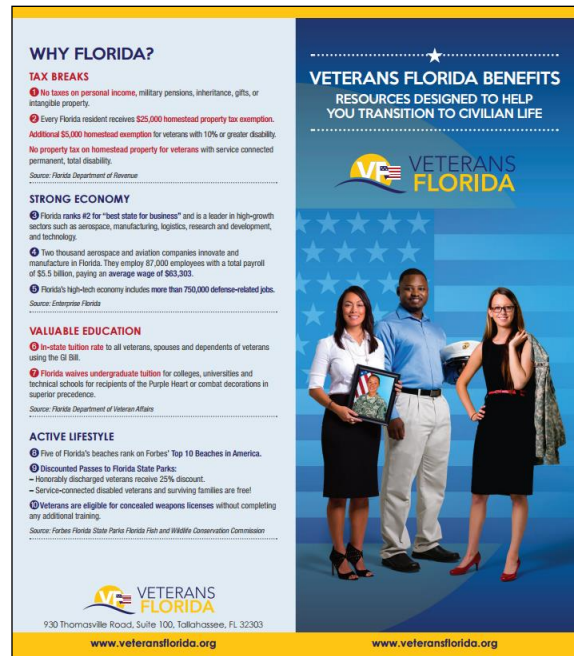


All marketing components center on the three identified topical categories that preoccupy transitioning veterans: lifestyle, employment and education. Program components are tailored to present broad subjects of great interest and relevance to veterans and then drill down to Florida-specific information and benefits.

Content, promotion and distribution materials and services are all geared to veterans making the transition into civilian life. Marketing components present Florida as an ideal home for transitioning veterans by showing the ways the state meets their most critical needs and interests, and offers appealing assets they may not yet know they want.

Marketing efforts are informed by key quandaries that veterans transitioning from military to civilian life face. Components present information and solutions that help them make decisions about where they will live and work, and why Florida is the best place for them; what career they will pursue; how they will prepare to land and execute their jobs; what lifestyle they will shape for themselves and their families, and how they will go about achieving it; what state and local benefits are available to them in Florida and in what timeframe; and how they can best navigate the processes for taking advantage of benefits

In the spring of 2016, Veterans Florida began a search for a user-friendly, robust tool to help veterans search and apply for jobs in Florida and to allow Florida businesses to post their openings for veterans. After evaluating and receiving bids from dozens of providers, Monster.com and its subsidiary Military.com were selected to create and employ the Veterans Florida Career Portal. The portal went live in September of 2016 and has proved to be one of the most popular tools on our website. This new tool gives Veterans Florida the ability to meet its statutory duty to: *Assist veterans who reside in or relocate to this state and who are seeking employment. The corporation shall offer skills assessments to veterans and assist them in establishing employment goals and applying for and achieving gainful employment.*



WHY FLORIDA?

TAX BREAKS

- 1 No taxes on personal income, military pensions, inheritance, gifts, or intangible property.
- 2 Every Florida resident receives \$25,000 homestead property tax exemption. Additional \$5,000 homestead exemption for veterans with 10% or greater disability. No property tax on homesteaded property for veterans with service connected permanent, total disability.

Source: Florida Department of Revenue

STRONG ECONOMY

- 1 Florida ranks #2 for "best state for business" and is a leader in high-growth sectors such as aerospace, manufacturing, logistics, research and development, and technology.
- 2 Two thousand aerospace and aviation companies innovate and manufacture in Florida. They employ 67,000 employees with a total payroll of \$5.5 billion, paying an average wage of \$63,303.
- 3 Florida's high-tech economy includes more than 750,000 defense-related jobs.

Source: Enterprise Florida

VALUABLE EDUCATION

- 1 In-state tuition rate to all veterans, spouses and dependents of veterans using the GI Bill.
- 2 Florida waives undergraduate tuition for colleges, universities and technical schools for recipients of the Purple Heart or combat decorations in superior precedence.

Source: Florida Department of Veterans Affairs

ACTIVE LIFESTYLE

- 1 Five of Florida's beaches rank on Forbes' Top 10 Beaches in America.
- 2 Discounted Passes to Florida State Parks:
 - Honorably discharged veterans receive 25% discount.
 - Service-connected disabled veterans and surviving families are free!
- 3 Veterans are eligible for concealed weapons licenses without completing any additional training.

Source: Fortson Florida State Parks Florida Fish and Wildlife Conservation Commission

VETERANS FLORIDA

930 Thomasville Road, Suite 100, Tallahassee, FL 32303

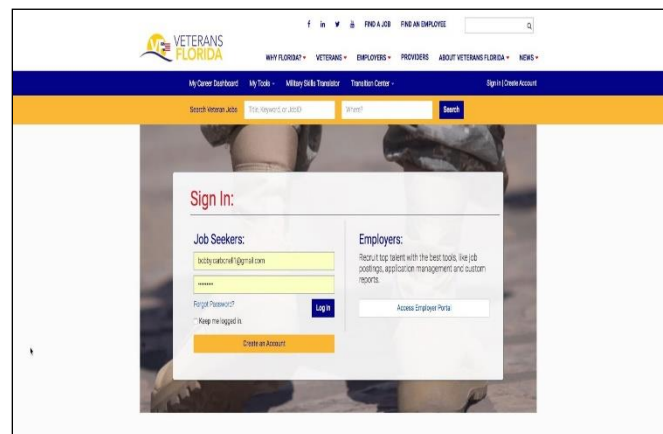
www.veteransflorida.org

VETERANS FLORIDA BENEFITS

RESOURCES DESIGNED TO HELP YOU TRANSITION TO CIVILIAN LIFE

VETERANS FLORIDA

www.veteransflorida.org



The screenshot shows the Veterans Florida Career Portal interface. At the top, there is a navigation bar with links for "WHY FLORIDA?", "VETERANS", "EMPLOYERS", "PROVIDERS", "ABOUT VETERANS FLORIDA", and "NEWS". Below this is a search bar with the text "Search Veterans Jobs" and a "Find a Job" button. The main content area is divided into two sections: "Job Seekers" and "Employers". The "Job Seekers" section includes a "Sign In:" form with fields for email (labeled "lucky.random@jedi.com") and password, a "Forgot Password?" link, and a "Keep me logged in" checkbox. There is also a "Create an Account" button. The "Employers" section includes a "Sign In:" form with a "Forgot Password?" link and an "Access Employer Portal" button. The background of the page features a collage of images related to veterans and military service.

Outreach

Veterans Florida has important stories to tell to a wide variety of audiences. From one on one meetings to major conferences, Veterans Florida staff, sometimes joined by Board members, conducted outreach in 2016 which covered a wide spectrum of topics based on the audience and venue.

Outreach topics generally included:

- Why Veterans Florida was created and our Mission;
- How the marketing campaign makes Florida attractive to veterans and their families to stay or move here;
- How Veterans Florida employer resources, such as the Business Training Grant and our Career Portal, help veteran friendly employers seek and find veterans to hire and train;
- How Florida is the most veteran friendly state with generous state benefits for veterans; and
- How Veterans Florida resources, such as our Entrepreneurship Program, which provides veterans the tools, instruction, and business mentors to start and run a business, and our Career Portal, which helps veterans seek and find careers in the state, enhance the economic empowerment and quality of life for veterans and their families.
- Veterans Florida staff met with major regional employers, state officials and lawmakers, and other veteran-related nonprofits. Staff also guest spoke at conferences and meetings hosted by other organizations.



Outreach Statistics

Meetings	Employers	Nonprofits/Partners	Veterans	State Officials
One-on-One	23	36	0	35
Group	6	4	2	1
Regional	2	5	9	0
Statewide	2	5	2	0

Key Events

Florida Chamber Foundation: Defense, Military, and Veterans Annual Summit (Tampa, FL)

- Executive Director Bobby Carbonell addressed event attendees with an update about available employer resources and Veterans Florida's nationwide marketing efforts.

Florida Defense Support Task Force Meeting (Tallahassee, FL)

- Chief Operations Officer Joe Marino addressed the Task Force with an update on the corporation's ongoing activities and major milestones

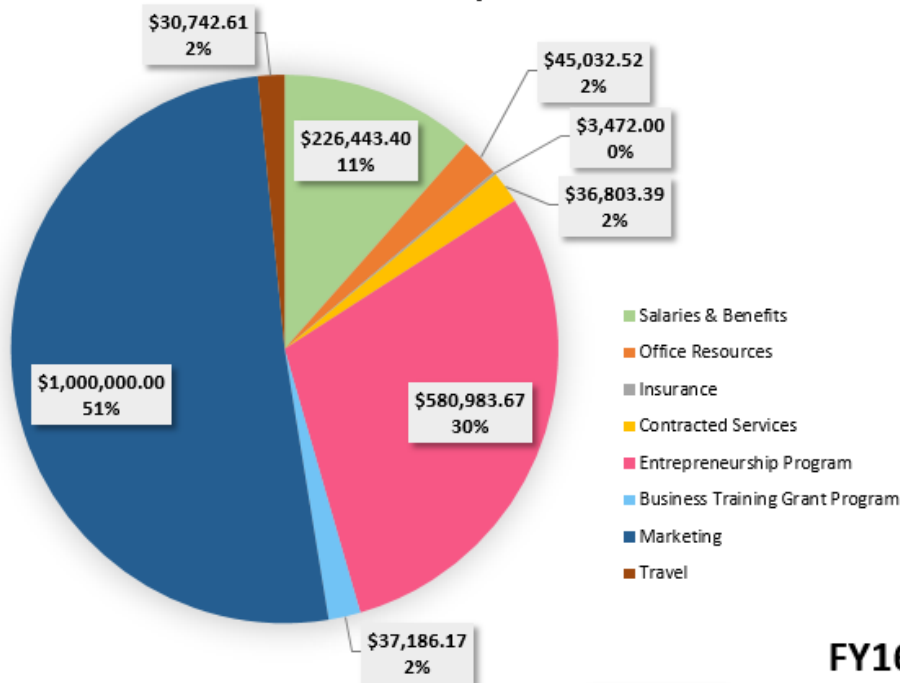
Navy Wounded Warrior Career Fair (Tampa Bay)

- Executive Director Bobby Carbonell and Chief Operations Officer Joe Marino worked with organizers from the US Navy and the Tampa Chamber to hold the first such veterans' career event in Florida for several hundred job seeking veterans.

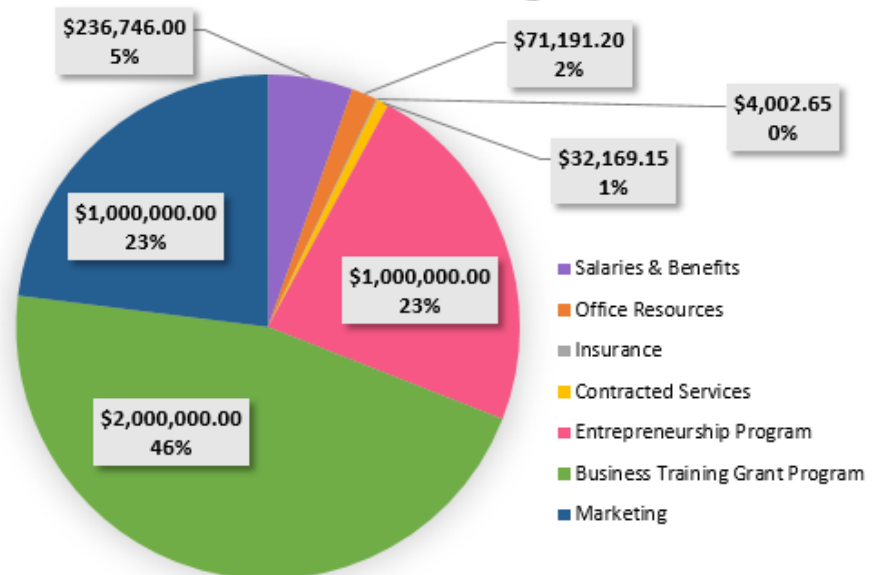


Financial Summary

FY 15-16 Expenses



FY16-17 Budget



*Office Resources include operational expenses such as office supplies and furniture, lease of office space, software, telecommunication services, printing, and postage. Contracted services such as accounting, legal fees, auditing services, HR/payroll, and website development help support the organization's internal operations.

Contracts FY15-16

The corporation has entered into the following contracts to carry out its duties:

Date Contract Entered	Contractor	Service Provided	Amount	Date Contract Completed
04/17/2015	Study Hall Research	Research	\$98,700.00	05/25/2016
6/16/2015	Carr, Riggs, & Ingram	Auditing	\$9,750.00	Ongoing services
10/01/2015	Maddox Horne Law Firm	General Counsel	\$15,000.00	07/01/2016
02/01/2016	UniteUs	Software Licenses & Network Operations	\$80,000.00	07/30/2017
05/27/2016	Monster Worldwide Inc.	Military Marketing Services	\$115,000.00	05/26/2017

Annual compliance and financial audit of accounts and records for FY15-16

The corporation has completed its annual financial compliance audit for FY15-16. A copy of the audit report is attached to this report.

VISION

FLORIDA IS THE NUMBER ONE STATE IN THE NATION
FOR VETERANS AND THEIR FAMILIES TO LIVE AND WORK

MISSION

ATTRACT AND RETAIN VETERANS
AND THEIR FAMILIES BY
CONNECTING THEM TO
EMPLOYMENT, TRAINING, AND
EDUCATIONAL OPPORTUNITIES

STRENGTHEN FLORIDA BUSINESSES BY
EDUCATING THEM ON THE VALUE AND
SKILLSETS VETERANS BRING TO THE
WORKFORCE AND PROVIDING TRAINING
RESOURCES FOR THEIR VETERAN HIRES

ENHANCE THE
ENTREPRENEURIAL
SKILLS OF VETERANS

VALUES

INTEGRITY ★ SERVICE ★ CARING ★ COMMITMENT ★ EXCELLENCE



VETERANS FLORIDA

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