



FLORIDA SCENIC HIGHWAYS PROGRAM

2018 Statewide Meeting Speakers



NELSON MONGIOVI

Currently the Chief Marketing Officer for VISIT FLORIDA, **Nelson Mongiovi** has garnered three Emmy Awards, a National Gabriel and more than two dozen Associated Press and United Press International awards during his careers in broadcasting, communications and marketing. In his previous position as Director of Marketing Operations for VISIT FLORIDA, Nelson managed all large-scale integrated marketing campaigns and the organization's portfolio of global sponsorships.

Prior to joining VISIT FLORIDA, Nelson was the Director of Marketing and Creative Services for the State of Florida; and prior to that, he worked 15 years in television broadcasting as an Executive Producer for various news and entertainment television networks.

STEPHANIE LISKEY

Stephanie Liskey is the co-owner of Sailforth Productions with her husband, Phil Davis, who shares her passion for storytelling. They have worked with scenic byways nationwide since 2007 and are currently the graphics design, media and promotions, website and social media technical experts for the Florida Scenic Highways Program consultant team. Sailforth has written master plans, marketing plans, and interpretive plans, and followed through with media and design aspects of Byway Organization development. Her company has produced byway videos and websites, including the new Florida Scenic Highways Program website.

DANIELLE ANDERSON

As the current Executive Director of Friends of A1A, **Danielle Anderson** has almost a decade of experience working with the Florida Scenic Highways Program and the A1A Scenic and Historic Coastal Byway. She also served 4 years as a board member, 2 years as Secretary and 2 years as President of this Byway Organization before becoming Executive Director.

Anyone that has met Danielle (or Dani as she is more commonly known) will quickly realize that her enthusiasm for her organization and the FSHP is quite evident in her tireless work effort and positive outlook. She sums it up succinctly as "I don't know what to say other than I really love the Friends of A1A, what it stands for, and provides the community."

WANDA MALONEY

Wanda Maloney is a national byway expert with over 20 years of experience. As owner of Corridor Solutions, she provides policy, planning, evaluation, and organizational development services for state byway programs and scenic byway organizations. She is currently a Program Coordinator for the Florida Scenic Highways Program consultant team, and has served on the board of directors of the National Scenic Byway Foundation since 2013. She holds a master's degree in Public Administration from the University of Houston.

LOIS BOLLENBACK

Lois Bollenback has been involved in transportation planning and transit management in the Volusia County area for over 19 years, working in both the public and private sector. She is a veteran of the US Air Force and has a Bachelor's Degree in Business Administration and a Master's Degree in Applied Economics.

Ms. Bollenback originally moved to Volusia County in 1999 to work as a Bicycle and Pedestrian Planner for the River-to-Sea Transportation Planning Organization (TPO). She went on to increase her knowledge in the field of transportation working for Ghyabi & Associates, a local planning and engineering firm and then for McDonald Transit Associates, serving as the Assistant General Manager and General Manager for Votran, the public transit service operating in Volusia County. She returned to work for the TPO in 2009 and is currently serving as the Executive Director.

MARTI MILLER

Marti Miller is a fourth generation Floridian that has combined family heritage and education to develop a career in Natural Resource Management. Currently employed as a Recreation Specialist for the Florida Forest Service, Marti has more than 20 years of experience in nature based recreation and recently completed the University of Florida's Graduate Certification in Natural Resource Policy and Administration.

Her professional career has included ten years with the Florida Park Service and a current additional responsibility includes Deputy Finance Section Chief on the FFS Wildfire/All Hazard Incident Management Gold Team.

MICHAEL PALOZZI

Michael Palozzi has nearly 40 years of transportation experience in Florida. For the last 12 years he has been involved with the Florida Scenic Highways Program. During this time he has served as a District Scenic Highways Coordinator for three Districts and worked with most Byway Organizations around the state.

He has developed designation documents and supported the day to day efforts of these organizations. He is currently a Program Coordinator for the Florida Scenic Highways Program consultant team supporting the Program office with policy and statewide implementation issues.

CATHIE PARROTT

Cathie Parrott was born and raised in the Highlands of Scotland. She earned a teaching degree in Home Economics, with a minor in Chemistry and taught Junior High School in Edinburgh, Scotland until marrying and moving to the USA. She has lived and worked in Cleveland Ohio; The Hague, Netherlands and Buffalo N.Y. before moving to Florida where she began non-profit work. She quickly learned that any new program was impossible without finding someone to fund it. So began her life as a fund-raiser, writing grants for adult program and domestic violence prevention.

In 1971 she moved to St Petersburg, Florida and worked part-time with Eckerd College Development Office before moving on to write grants for health related and immigrant programs. She was able to take advantage of several training seminars in grant-writing skills. Over the years she has written grants in many areas. In retirement she has helped designate the J.C. Penney Memorial Scenic Highway and continues to be active in their Byway Organization. She also works part-time for the Town of Penney Farms writing government grants and helping organize the Capital Campaign for a new 50-bed nursing home in the Continuing Care Retirement Community (CCRC) where she lives.

GREG GENSHEIMER

Greg Gensheimer is currently the president and chairman of Green Mountain Scenic Byway Inc. and says his “first taste of community planning in Montverde showed me that I really could have a powerful voice in the development of my neighborhood, Town and County.”

Mr. Gensheimer has a Bachelor’s Degree in Wildlife Biology, a Master’s Degree in Soil Science, a PhD in Soil Science and spent several years working as an environmental consultant. In the early 1990s, he turned a corner in his career and ended up as an investment advisor. He has been working around 401k retirement plans ever since.

WAYNE CARTER

Wayne Carter is currently the Executive Director for MainStreet DeLand Association but began his involvement in Main Street as a volunteer in Eustis. In 2005 he became the Special Events Coordinator and later the Executive Director for Eustis Main Street and has shared his experience and knowledge of successful Main Street Program management gained over the years by:

- Consulting with other communities about downtown revitalization
- Participating in panel discussions regarding healthy downtowns and presenting at Florida Main Street conferences
- Participating on the selection committee for new Florida Main Street communities
- Mentoring new Main Street managers
- Participating in a Resource Team providing technical assistance for new Florida Main Street communities.

GEORGIA TURNER

Georgia Turner has 40 years of experience in journalism, public relations, marketing and sales. Since December 2016, she has been the Executive Director of the West Volusia Tourism Advertising Authority, where she is responsible for developing marketing and advertising programs to increase tourism in the 14 communities in West Volusia County, demonstrating the desirability of the area as a destination.

She held marketing and public relations positions at several Destination Marketing Organizations in Florida and Alabama before landing in West Volusia and has worked closely with several Florida Scenic Highways Program Byway Organizations in her career.