

TALLAHASSEE COMMUNITY COLLEGE

In the News



September 17, 2012- October 8, 2012

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Print Media

- Tallahassee Democrat. 4,5,6,7,8,9,14
- WCTV. 10,12
- KEYS. 11
- Wakulla News. 13
- Tampa Bay Times. 15
- Bradenton Herald. 16,17
- Limelight. 18

TALLAHASSEE COMMUNITY COLLEGE

In the News



Electronic Media

- 10/5/12- WCTV.....TCC Hosts STEM Scholars Event
- 10/9/12- WTXL.....TCC awarded grant to launch 21st CCLC program in Wakulla County

TCC enrollment down 6 percent from last year

Doug Blackburn

An improving economy, particularly a decline in the local unemployment rate, presents a double-edged sword for Tallahassee Community College.

Enrollment at TCC, where tuition costs did not increase for the 2012-13 school year, is down almost 6 percent from a year ago. The majority of that decrease is in first-time college students seeking certification in technology and professional programs, TCC spokeswoman Alice Maxwell said.

Jim Murdaugh, TCC's president, believes Leon County's 7.1 percent unemployment rate, almost 2 percent better than the state average and below the national average, goes a long way toward explaining the enrollment decline. At the same time, Murdaugh admits he wasn't expecting the sharp drop-off from September 2011, when TCC topped the 15,000 barrier for the first time (15,074).

"Considering we didn't increase tuition and we're much less expensive than the universities, I was stunned from that standpoint," he said. "I'm sure there's a correlation between the unemployment rate and our enrollment. If a student can get a job, they get a job."

TCC is by no means the only community or state college experiencing an enrollment decline this fall. North Florida Community College in Madison is down 7.7 percent, from 1,455 to 1,283, a spokeswoman said, while Northwest Florida State College in Niceville is down 5 percent (7,689 to 7,301).

Cheryl Eters, a spokeswoman for Florida's 28-member State College System, said official numbers for the fall semester won't be available until October, when institutions are required to provide enrollment figures.

Florida A&M University is also down almost 1,000 students from a year ago, but university officials believe tougher admission standards are the primary reason. At Florida State, preliminary figures show undergraduate enrollment has actually increased by about 175 students, from 31,750 to 31,926.

Enrollment numbers have become increasingly important to Florida's public institutions as state support has declined during the past five years, forcing schools to rely more and more on tuition dollars to cover salaries and programs.

Murdaugh believes changes to federal financial aid may be in part responsible for TCC's drop-off in enrollment.

"They've made it a little more difficult. They never make it easy for a student," he said.

Dana Callen, chair of TCC's Board of Trustees, said she is confident the college will be able to make adjustments to push enrollment numbers back up.

"The decline makes it a challenge. You have to look further ahead and come up with more creative solutions," Callen said. "They (TCC administrators) know that business pretty well, I think."

Our Opinion: Shared visioning TCC wants your input on shaping its future

With a reputation that has the attention of the White House and a community stamp of approval that resulted in the construction of a \$31 million health-care education center, Tallahassee Community College enjoys an enviable position among the country's community colleges.

It has grown its reputation by balancing a curriculum based on traditional academic offerings with courses that meet the needs of returning students seeking new job skills.

It's to this community's advantage that TCC provides such multiple layers of support.

But President Jim Murdaugh, his staff and college trustees are not content to rest on their laurels.

A 6-percent drop in enrollment exemplifies the need for smart planning. Instead, they are engaged in the process of understanding the needs of TCC in the future — seeking those answers through focus groups, researching national trends in education and conducting personal interviews.

Their reach extends beyond that approach. The college also has scheduled community forums, seeking input from residents of Leon and surrounding counties on this region's interests and goals.

A student-oriented session will be held at 3 p.m. today at the Student Union, and a communitywide session is planned for 7-8 p.m. today at the Ghazvini Center for Healthcare Education, 1528 Surgeons Drive.

Additional community sessions will be 7-8 p.m. Sept. 24 at the Florida Public Safety Institute, Academy Drive, Havana; and 6-7 p.m. Oct. 10 at the TCC Wakulla Center, 2932 Crawfordville Highway in Crawfordville.

As an added incentive, the college will be awarding a \$500 scholarship at each session.

Dr. Murdaugh and his staff are especially interested in hearing from the public on education interests, and the needs of local and state government, businesses and nonprofits.

"The purpose is to get as many voices in the community heard on how the college may address some of these needs," said Scott Balog, chief of staff at TCC. Besides helping trustees to decide on traditional academic and job-skills courses, there's also interest in how the public wants such courses offered and where, and how the costs of those can be incorporated in the college's blueprint.

A final presentation of the strategic plan will be reviewed by trustees in February.

One of many reasons TCC has been successful is its ability to meet the needs of residents. For instance, it has partnered with WorkforcePlus to provide critical job-training, it has strong adult education programs, and it has been recognized for preparing students in technical skills to help meet the needs of local employers.

It is important that representatives of businesses, economic development, government and nonprofits make their voices heard this evening — and help TCC make critical decisions about its future direction in serving this community.

Bright Futures scholarship recipients honored

The Florida Lottery and [Tallahassee Community College](#) celebrated the Lottery's 25th anniversary Wednesday by honoring Bright Futures scholarship recipients at a celebration attended by Lottery Secretary Cynthia O'Connell and [TCC](#) President Dr. Jim Murdaugh. Students enjoyed an assortment of ice cream donated by Florida Lottery corporate retailer, Winn-Dixie.

O'Connell and Murdaugh congratulated the students on their commitment to academic excellence.

"Since the Florida Bright Futures Scholarship Program began in 1997, more than 16,000 Bright Futures scholarships have been awarded to students attending [TCC](#). The Florida Lottery has contributed more than \$3.6 billion overall to send more than 550,000 students to a Florida college or university since the program began," said Secretary O'Connell. "We are thrilled to give bright and talented young minds in Florida the opportunity to experience life-changing educational experiences that are made possible by Lottery contributions to the Educational Enhancement Trust Fund (EETF)."

The Florida Lottery has helped generate additional funds for public education for the past 24 years. Lottery contributions have made an impact with more than \$1 billion being transferred annually to the EETF for the past 10 consecutive years. Florida Lottery contributions represent approximately six percent of the state's total education budget, according to the Lottery Communications Office.

Update: Distinguished Leadership Awards honor community contributions

DAVE HODGES

10:39 P. M.

The man whom friends and colleagues said was known for “getting things done” accomplished one more thing tonight – accepting Leadership Tallahassee’s Lifetime Leadership Award.

T.K. Wetherell, educator, former speaker of the Florida House of Representatives, past president of both [Tallahassee Community College](#) and Florida State University, applied his leadership skills on many levels. He was quick to note that he “stood on the shoulders of giants” in working for the betterment of Tallahassee.

“We have a group of people in this community who are committed to make life better for everyone who comes through this area,” Wetherell said during the 18th annual awards banquet at FSU’s University Center Club.

“To be able to associate with those people, to work in this community, to develop friendships – I have been blessed never to have a job where I had to work for somebody, but I’ve had a job where I’ve worked with an awful lot of good people,” he added.

Wetherell was introduced by friend Bill Smith, chairman, president and CEO of Capital City Bank Group Inc., who noted that the venue for the evening had special significance.

“Leadership has lots of definitions, but I do know that we would be meeting in the Silver Slipper parking lot tonight if it weren’t for T.K.’s leadership because there would be no University Center,” Smith said.

During Wetherell’s presidency at FSU, the university embarked on one of its most aggressive facility expansions ever, with the design and construction of buildings for biology, chemistry, psychology, the medical school and major upgrades to the National High Magnetic Field Laboratory, among others.

“When the history books of the state of Florida, [TCC](#) and FSU are written, T.K.’s leadership will be front and center. T.K.’s leadership got things done. He single-handedly kept the construction business going in Tallahassee for years, while preserving and enhancing the architectural integrity of every project he touched,” Smith said.

Wetherell was not the only college administrator honored. [TCC](#) President Jim Murdaugh received the Leader of the Year Award, which recognizes the efforts of “an individual whose ideas, vision and hard work achieved significant, tangible benefits to the community within the past year,” according to Leadership Tallahassee, a division of the Greater Tallahassee Chamber of Commerce.

[TCC](#)’s sixth president, Murdaugh came to the college in 1999 as the director of the Pat Thomas Law Enforcement Academy. He was instrumental in establishing [BigBendWorks.com](#), a one-stop resource for area residents needing employment, and he serves on the boards of the Leon County Research & Development Authority, United Way of the Big Bend, and Workforce Plus, among others.

“Actually, I am humbled to be in this room with all of you is an amazing experience” Murdaugh told the audience. “To have your name mentioned with all the other finalists, I must tell you, is amazing.”

The Leadership Pacesetter, an individual “blazing a trail for others to follow by engaging in community leadership activities – and achieving tangible results,” was Cecilia Homison, CEO of First Commerce Credit Union.

Homison developed the credit union’s Champions for Charity program that assists local nonprofits in raising both funds and public awareness of their programs. She also serves on the board of the Tallahassee Symphony Orchestra, works as a Junior Achievement volunteer, and serves on Killlearn United Methodist Church’s Administrative Council.

Mike Sheridan, who founded FBMC Benefits Management in 1976 and built it into one of the top five largest employee benefits brokers in the U.S., received the Servant Leadership Award. It is given to an individual who has demonstrated consistent community leadership and begun to achieve results beyond a single field of endeavor, combining efforts in business and nonprofit organizations.

Update: Distinguished Leadership Awards honor community contributions...

continued

Sheridan has served as chair of the Council on Culture and Arts, as director of the Council for a Sustainable Florida, and has volunteered with Big Brothers Big Sisters, Florida Audubon, and the Florida League of Conservation Voters.

7:15 A. M.

Leadership Tallahassee's highest honors will be presented tonight to individuals who set the standard for leadership and community service.

Now in their 18th year, the Distinguished Leadership Awards honor outstanding community leaders in several categories. The banquet takes place at the University Center Club ballroom.

A former state legislator and past FSU president, T.K. Wetherell will receive the prestigious Lifetime Leadership Award. He is professor of education and director of FSU's Center for Higher Education Research, Teaching & Innovation.

Leader of the Year finalists are Dean Caryn Beck-Dudley of the FSU College of Business, Leon County Administrator Vince Long, Tallahassee Memorial HealthCare President and CEO Mark O'Bryant, [Tallahassee Community College](#) President Jim Murdaugh, and Ed Murray Jr., president of NAI Talcot Commercial Real Estate.

Leadership Pacesetter finalists are Keith Bowers, executive director of the FAMU Small Business Development Center; Louis Garcia, Big Brothers and Big Sisters of the Big Bend; First Commerce Credit Union President and CEO Cecilia Homison; Barby Moro of the Southern Scholarship Foundation; and Casie Reinholt of the Social Design Group.

The Servant Leadership Award finalists are Larry DiPietro, Capital City Banc Investments; Susan Pourciau, executive director of the Big Bend Homeless Coalition; retired FSU administrator Sherrill Ragans; Mike Sheridan of FBMC Benefits Management Co.; and Col. Gene Sherron, U.S. Army (retired) and FSU (retired).

Tallahassee's top leaders honored at Leadership Tallahassee awards

T.K. Wetherell receives Lifetime Leadership Award

Dave Hodges

The man whom friends and colleagues said was known for "getting things done" accomplished one more thing Thursday night – accepting Leadership Tallahassee's Lifetime Leadership Award.

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He thanked the chamber and Leadership Tallahassee for their work in the community. "It's such a privilege to be a leader in this community with so many leaders," he added.

The Leadership Pacesetter, an individual "blazing a trail for others to follow by engaging in community leadership activities – and achieving tangible results," was Cecilia Homison, CEO of First Commerce Credit Union.

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It is given to an individual who has demonstrated consistent community leadership and begun to achieve results beyond a single field of endeavor.

Sheridan has served as chair of the Council on Culture and Arts, as director of the Council for a Sustainable Florida, and has volunteered with Big Brothers Big Sisters and Florida Audubon.

Sheridan said anyone can serve. "What I am trying to do is tell all of you to be servants. Do these things. It's not that hard.

Students Focus on Future at College and Career Day

By line

PUBLICATION

Students from several Panhandle and Big Bend school districts attended the third annual College and Career Day today at **Tallahassee Community College**. Hosted by the Florida Department of Education in partnership with AT&T, the event provided a setting where students could learn about resources that are available to them throughout their high school and college careers.

“College and Career Day is a great opportunity for students to learn about and plan for their future,” said Commissioner of Education Pam Stewart. “I applaud our partners from higher education and the business community for making this event possible so students can find out how to pursue their dreams.”

The 2012 College and Career Day showcased information booths and activities designed to help students focus on their career and academic goals after high school graduation. Students spoke with department program experts about financial aid, career and technical education, scholarships, student advising, and advanced coursework programs. In addition, students also had the opportunity to speak directly with college and university recruiters to find out what they can begin doing now to prepare for their postsecondary studies.

Representatives from **Tallahassee Community College**, Flagler College, Indian River State College, Gulf Coast State College, and Hodges University, as well as Florida A & M University, University of Florida, University of North Florida, University of West Florida, and Florida State University were on hand to provide information about their programs of study and admission policies.

For more information, visit [College and Careers](#).

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About the Florida Department of Education: The department’s mission is to increase the proficiency of all students within one seamless, efficient education system by providing them the chance to expand their knowledge and skills through world-class learning opportunities. Serving more than 3.5 million students, 4,200 public schools, 28 colleges, 188,000 teachers, 47,000 college professors and administrators, and 318,000 full-time staff throughout the state, the department enhances the economic self-sufficiency of Floridians through programs and services geared toward college, workforce education, job-specific skills, and career development. Florida ranks first in the nation for teacher quality, first in the nation in advanced placement participation, and first in the southern region for graduation rate and degrees awarded by the Florida College System. For more information, visit www.fldoe.org.

TCC Spearheads Scholarship Drive for Students with Disabilities

TALLAHASSEE, Fla. (September 26, 2012) - [Tallahassee Community College](#) is playing a key role in KEYS – short for Keys to Exceptional Youth Success.

Led by Allison Tant Richard of the [TCC](#) Foundation Board of Directors, KEYS has already raised \$120,000 and endowed a [TCC](#) scholarship for students with cognitive disabilities. The group also collaborates with the Leon County Schools and the Florida Department of Education.

Now KEYS is upping the ante with a Thursday-night fundraiser. It's co-hosted by [TCC](#) President Jim Murdaugh and Leon County Superintendent of Schools Jackie Pons.

Allison Tant Richard and her husband, Barry, are hosting the gathering with other parents of children with disabilities. She said their son, Jeremy, inspired them to act.

"We are just a bunch of moms and dads who got together to find ways to further the education and the ability to have an independent future for kids like ours," Tant Richard said.

Now in its seventh year, KEYS has awarded 54 scholarships, given instructional supplies to 35 students at Lively VoTech, and is launching Eagle Connections at [TCC](#) for students with cognitive disabilities.

Eagle Connections is already serving five students with cognitive disabilities. They hold special diplomas from area high schools and are auditing [TCC](#) classes, working with mentors, participating in campus organizations and receiving training in employability skills. The purpose of the program is to promote independence and prepare the students for successful employment and adult life in the community.

TCC Spearheads Scholarship Drive for Students with Disabilities

A scholarship drive for students with disabilities is picking up steam.

Keys to Exceptional Youth Success has already raised 120-thousand dollars and endowed a scholarship at [Tallahassee Community College](#).

Now the group is hosting a benefit at the home of Barry and Allison Tant Richard, whose son Jeremy inspired them to act.

"We are just a bunch of moms and dads who got together – couple years ago now, we're going into our seventh year – to find ways to further the education and the ability to have an independent future for kids like ours." 15 seconds, 09-26-12-KEYS-c1.mp3

KEYS has awarded 54 scholarships, given instructional supplies to 35 students at Lively VoTech, and is now launching Eagle Connections at [TCC](#) for students with cognitive disabilities.

Co-hosts for the Thursday-night fundraiser: T-C-C President Jim Murdaugh and Leon County Superintendent of Schools Jackie Pons.

Florida's Black Scholars Honored As National Scholarship Semifinalists

Florida is well represented with more than 100 black public high school seniors named today as semifinalists for the 2013 National Achievement Scholarship Program. The state's black students join more than 1,600 high school seniors from across the country who will vie for finalist spots next year – and one of approximately 800 National Achievement Scholarships totaling more than \$2.5 million. The National Merit Scholarship Corporation recognizes the highest-scoring black students in each state who took the Preliminary SAT and National Merit Scholarship Qualifying Test as a junior in high school.

"I am proud that Florida's black students are excelling at the national level," said Commissioner of Education Pam Stewart. "Our students have worked very hard and I offer warm congratulations as they enter the next stage of the scholarship competition and continue to focus on their plans after high school."

Semifinalists, along with their school, will submit a scholarship application that provides information for the final round of the scholarship competition. The application will include the student's academic record, participation in school and community activities, demonstrated leadership abilities, and future educational goals. The student must also have a recommendation from a high school official, write an essay, and earn SAT scores that confirm their performance on the qualifying test. Students may earn one of two National Achievement Scholarships – 700 one-time National Achievement Scholarships worth \$2,500 and awarded by region, and approximately 100 renewable Achievement Scholarships for finalists who meet additional criteria set by corporate scholarship sponsors. The National Achievement Scholars will be announced in April 2013.

The National Achievement Scholarship Program is an academic competition established in 1964 by the National Merit Scholarship Corporation to provide recognition for outstanding black high school students across the U.S. For more information, visit National Achievement Scholarship Program.

The list of Florida's 2013 National Achievement Program semifinalists is attached.

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For more information, visit www.fldoe.org.

Nominations for African-American History Calendar are being accepted until Oct. 19

Tallahassee Community College's African-American History Month Planning Committee is now accepting nominations for the annual Cherry Alexander African-American History Calendar.

The individual nominated must have made significant contributions resulting in the betterment of Leon, Gadsden and/or Wakulla counties, and that align with the 2013 national theme: At the Crossroads of Freedom and Equality: The Emancipation Proclamation and the March on Washington.

The committee will screen the nominations and select the individuals to be honored in the 2013 Cherry Alexander African-American History Calendar.

Nominations forms are available online at www.tcc.fl.edu/aahc. The deadline for nominations is Oct. 19 at midnight.

Tallahassee Community College's annual Cherry Alexander African-American History Calendar Unveiling Ceremony is scheduled for Jan. 28, 2013.

For more information, contact Rita Dickey by phone, (850) 201-6178, or email dickeyr@tcc.fl.edu.

Two pilots open a flight school at Tallahassee Regional Airport

DAVE HODGES

It might not look like your typical school building, but classes are now in session at Hangar A at Tallahassee Regional Airport.

FL Aviation Center is Tallahassee's new flight school for aspiring pilots, but also for anyone who is curious about flying and would like to learn more. School founders Faith Drewry and Lacey Mayer invite everyone to visit Saturday and have lunch during a grand opening at the facility from 11:30 a.m. to 2 p.m.

"We are both fairly new to Tallahassee and we felt as the new people, if we saw this need in town, then there was a hole or gap that could be filled," Drewry said. That hunch appears to be correct – in the 90 or so days since the business' launch, the center has 360 people on its mailing list.

Drewry says people are coming from as far away as Jacksonville to today's grand opening. A class for pilots' recurring training this morning at 10 is full to capacity.

It's a welcomed sign after Drewry's earlier experience. A private pilot for 13 years, she moved to Tallahassee four years and expected to find a thriving community of aviators.

"Every town has an aviation community," Drewry said. It's a way for pilots to meet, get acquainted, swap stories and enjoy their mutual interest in flying.

She only found a few, however, and Mayer's experience was much the same. Though there was talk among some of the guys of someday offering flying lessons, the two women decided if there was going to be a flight school, it was up to them.

"She and I decided, 'Let's do this.' What the heck," Drewry said.

Their other motivation is the opportunity that aviation offers for women, who comprise only 6 percent of the pilot population in the U.S., Drewry noted.

"A lot of women are raised thinking that is not a career option for them," she continued. The two pilots are hoping to change that way of thinking, and they have plans for an aviation curriculum at Florida High and at [Tallahassee Community College](#).

Parked at Hangar A are a Cessna 172 and a Piper Warrior. To be added are a smaller Cessna 152 and a Decathlon, a single-engine plane made by American Champion Aircraft Corp. that will be used for more advanced training.

The recurring safety classes, a form of continuing education for pilots, will be available at no cost. "We will offer them monthly and they will be free because we believe in building a pilot community," Drewry said.

To find Hangar A, take Capital Circle Southwest to the airport's general aviation entrance. Once you have pulled in, turn left on the airport service road. Next, take the first right and FL Aviation Center is the last building on the left before Million Air.

Defining the sustainable good life in Florida

Herb Hiller

Are downtowns today's version of the attached suburban garage that once begat bands and Internet start-ups? With short prospects for success in the existing job market, are today's educated but debt-heavy college graduates ready to create their own alternative economy? Will these super-connected Millennials take on climate change by breathing life into "climate economies" they could own?

If middle class aspirants can no longer attain a suburban house with two cars (or don't want to), what then might constitute the good life? Or will the same-old, same-old — even if worn-out, worn-out — foreclose Florida's future?

These and other questions will focus a group of scholars on a different direction as we come out of recession. Their conversation, called Sustainable and Authentic Florida, will take place Oct. 17-19 in Anna Maria. It will suggest that authenticity — community shaped by strengthened protection for nonrenewable natural and cultural resources — is a commercially salable proposition that prefigures sustainability and opens a way for coping with climate change.

Fifty years after Silent Spring, we work at sustainable economies. Pesticide-free food is widely available; trails substitute for roads on short trips; local economies spring up to counterbalance globalism; and LEED certification is increasingly sought.

Cities discover authenticity with roots in our shared humanity.

Advocacy teams from four Florida places will be a catalyst for discussion. The four, all different, are DeLand, Miami Beach, portions of Wakulla and Franklin counties, and coastal Manatee County where the conference takes place. Consider how each is already reshaping tourism.

- Coastal Wakulla County is 85 percent publicly owned. Creative people moved in while Tallahassee was turning the north side of Wakulla into bedroom subdivisions. The Wakulla campus of [Tallahassee Community College](#) first introduced a Green Guide Certification Program that claims more than 100 graduates. Now comes a \$4.5 million legislative grant for Florida's first Environmental Institute that will advance ecotourism from the Big Bend to the Panhandle.

A focus on Manatee's slice of authentic Florida

HERB HILLER AND CAROLINE MCKEON

A certain pleasure takes hold when planning a conference about placemaking in a one-of-a-kind town. Between sessions about what makes "place" vital, participants can experience that vitality directly. Their surroundings enliven discussions. Theory and practice mesh.

In Florida today, placemaking mounts a growing challenge to leading economic sectors like homebuilding that de-value our shared natural and cultural inheritance. Homebuilding's apex expression before the recession was walled-in (often retirement) subdivisions.

Psychic walls also separate us. People work in cities but engage little in urban policy. They drive home to suburbs where they live privately and where restaurants in malls and movies we watch in the dark form a semblance of public space. Nature is a trespasser and security systems multiply. As Willie Sutton knew, crime follows the money.

This month, Oct. 17-19 in Anna Maria, scholars at the Sustainable & Authentic Florida Conference will summarize how sprawl became destiny. They will project trends that indicate change ahead. Presenters from four distinct places will confirm that these trends are already inducing change.

The conference is about growing demand for places of locally defined character. It's also about how placemaking compliments authenticity, and about how authenticity defies ballyhoo. We know this, though we may not recognize how largely ballyhoo has defined the good life as consumption. We live our lives in trophy rooms.

At the same time, we have begun to pay attention to how authenticity points toward sustainable living, a consequence no less rewarding in our private lives than in our public lives, and how, when private and public combine, we experience fuller lives.

This positions coastal Manatee County not just as a good place to live. The region also figures as one of these trend-setting places where residents, by how they hold themselves out, largely determine who visits, who invests and the kind of people who move in -- generally innovative and creative, and while of course concerned about opportunities for business or for rewarding retirement, no less for the character of where they find themselves.

Those who come for the conference will walk Anna Maria's restored half-mile Pine Avenue, a project led by preservationist-restaurateur Ed Chiles, two of whose three restaurants in recycled waterfront structures will prepare conference dinners.

They will visit the shops of Pine Avenue's Historic Green Village and visit the Village Café at Rosedale for lunch, projects of Lizzie and Mike Thrasher from the U.K. who, after an island vacation, became local investors.

Sessions for the most part will take place in the refurbished Island Players Theater. The Studio at Gulf & Pine will host conference displays. Registrants will lodge at Anna Maria Island Resort in cottages re-worked by restoration developer David Teitelbaum.

They will walk to dinner at the Beachhouse Restaurant and travel on the Island Pearl through Sarasota Bay to another at Mar Vista in north Longboat Key. En route, they will learn from Manatee County Natural Resources Director Charlie Hunsicker about Manatee's unusually successful conservation lands program.

The conference will open with a walk through Historic Cortez Village, where registrants will sample a seafood lunch prepared by the Star Fish Company and attend first presentations at the Florida Maritime Museum.

Cortez, lively Bradenton Beach, and mainly residential Anna Maria, Holmes Beach and north Longboat Key will demonstrate authenticity in their individual ways.

Of the other three evolving places, Miami Beach will represent how re-focus on its heritage architecture returned that resort city from eclipse to its South Beach reincarnation. DeLand is partnered with Stetson University to safeguard its downtown, threatened by transit-oriented development that will arrive in 2016 with SunRail trains at a depot three miles west. [Tallahassee Community College](#) will build its \$4.5 million Wakulla Environmental Institute to center a conservation economy along the Wakulla County coast that's 85 percent publicly owned.

A focus on Manatee's slice of authentic Florida...

continued

Location of the conference in Anna Maria marks coastal Manatee County's own step toward advancing a more place-focused Florida. No surprise that Manatee earlier this month re-formulated its brand: Authentic. Real. Florida.

Herb Hiller, of the East Coast Greenway Alliance in DeLand, is conference director. Caroline McKeon of Florida Journeys Communications, Sarasota, is associate director.

FOR MORE INFORMATION

For information about the Sustainable & Authentic Florida Conference and to register, log onto www.sustainableandauthenticflorida.com.

Conference speakers include: Peggy Bulger, Ph.D., retired director, Library of Congress American Folklife Center; Duane De Freese, Ph.D., educator/scientist, authority on climate change; Clay Henderson, J.D., environmental leader; Bob McNulty, president, "Partners for Livable Communities," Washington, D.C.; John Moran, photojournalist; Gary Mormino, Ph.D., co-chair, Florida Studies Program, USF; Bruce Stephenson, Ph.D., director, Rollins College Masters Program in Civic Urbanism.



TCC Preview
October 9 • 5:30 - 6:30 p.m.
TCC Center for Workforce Development

TCC October Express Session
Starts October 17

TCC Scholarship Fair
October 25 • 5:30 - 7:30 p.m. • FPAC building

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