



# RESILIENT BROWARD

**ECONOMIC STRATEGIES AND  
SOLUTIONS FOR OUR FUTURE**

PRESENTED BY



**FEBRUARY 26, 2025, 7:30 AM - NOON  
BROWARD CENTER FOR THE PERFORMING ARTS**



# RESILIENT BROWARD

ECONOMIC STRATEGIES AND  
SOLUTIONS FOR OUR FUTURE

## PROGRAM AGENDA

**7:15 - 8:00 AM NETWORKING & BREAKFAST**

MODERATOR

LAURIE JENNINGS

President, Laurie Jennings LIVE

**8:00 - 8:10 AM WELCOME AND INTRODUCTION**

OPENING REMARKS

MAYOR BEAM FURR

Mayor, Broward County

**8:10 - 8:40 AM BROWARD RESILIENCE PLAN**

DR. JENNIFER JURADO

Chief Resilience Officer Broward County

**8:40 - 9:00 AM BUILDING THE ECOSYSTEM FOR SOLUTIONS**

DR. GALEN TREUER

Climate Tech & Economic Innovation, Miami-Dade

County, Office of Innovation and Economic Development

**9:00 - 9:30 AM CLIMATE FINANCE**

FACILITATOR

FIRESIDE CHAT

DR. JENNIFER JURADO

PANELISTS

EUGENE MONTOYA

Principal & Founder, Sandmont Natural Capital LLC

ALEX MOREIRA

President and Founder, Aska Impact



**9:30 - 10:00 AM BLUE ECONOMY:  
INNOVATIVE SOLUTIONS FOR RESILIENCY**

**MODERATOR**

KATHERINE O'FALLON  
Executive Director, Marine Research Hub

**COMPANY PANELIST**

FREDRIK WANNIUS  
Co-Founder, 1Print LLC

ANYA FREEMAN  
Founder & CEO, KindDesigns

**TECHGATEWAY**

RANDEE DEICH  
Greater Fort Lauderdale Alliance

**10:00 - 10:15 AM NETWORKING COFFEE/BREAK**

**10:15 - 10:45 AM KEYNOTE ADDRESS**

TIM OLIVER  
Vice President, FPL Development

**10:45 - 11:15 AM INSURANCE RESILIENCE AND PROPERTY MARKETS**

**FACILITATOR**

ANITA BYER  
President, Setnor Byer Insurance & Risk

**PANELIST**

REPRESENTATIVE CHIP LAMARCA  
State Representative, District 100

**11:15 AM - 12:00 PM CLOSING REMARKS AND NEXT STEPS**

JAMES DONNELLY  
Founder and Chairman of Crown Residential



## **MODERATOR**

### **Laurie Jennings**

#### **President, Laurie Jennings LIVE**

Laurie Jennings is a 6-time Emmy-award winning TV news reporter and anchor whose face and calming voice are known all across South Florida.

Laurie is a member of the prestigious NATAS Silver Circle for her distinguished 30-year career in both local and network TV news that has taken her from Cleveland to Boston to MSNBC in New York, and ultimately, to Miami.

Laurie graduated from Cornell University with high honors in Government and went on to earn her Master of Science in Journalism from Northwestern University.

Laurie is also a motivational speaker who mentors young women and emcees dozens of major charitable events every year - namely for Chapman Partnership, Voices for Children, United Way, Baptist Hospital, The American Red Cross, Holtz Childrens Hospital and Sylvester Cancer Center.

Laurie and her husband are busy parents of 18-year-old identical twin boys who are both freshmen at her alma mater at Cornell.

After 15 years leading WPLG's Local 10 News, Laurie stepped away from the evening anchor desk to find flexibility for her family and her aging parents up north, and to start a new on-camera chapter. She's now the President of her own media company Laurie Jennings LIVE and the brand ambassador for two South Florida companies in all of their broadcast and digital marketing.

Laurie is sought after by corporations worldwide for her unique abilities in live shows and presentations as a host, moderator, interviewer and co-producer. Laurie has built a roster of clients around the country who she coaches in public speaking, on-camera interviews and building their brand.

## KEYNOTE SPEAKER

**Tim Oliver**

**Vice President, FPL Development**



Tim Oliver is the vice president of development for Florida Power & Light Company (FPL), where he is responsible for leading new project and program development for multiple technologies including solar, battery storage, electric vehicles, clean hydrogen, shore power, transmission and natural gas.

FPL's modernized power generation fleet, including low-cost solar energy and battery storage, ultra-efficient natural gas energy centers and safe, reliable nuclear, has saved customers more than \$16 billion over the past 25 years. FPL's solar energy centers provide enough low-cost, clean energy to power over 1.5 million homes across the state annually and have saved customers \$1.1 billion in fuel costs.

Battery storage plays a crucial role to enhance grid resiliency and extends the capabilities of solar energy centers, allowing FPL to store and deliver energy when customers need it most. A modernized generation fleet, including these technologies, enable the company to deliver bills that are nearly 40% lower than the national average.

Prior to his role in FPL Development, Tim served as vice president of renewable origination and prospecting for NextEra Energy Resources, Inc., where he led the team responsible for utility-scale wind, solar, battery storage and emerging technology origination efforts across the U.S.

He is a certified public accountant with a Bachelor of Arts in Business Administration from James Madison University and a master's in business administration from the University of North Carolina.



## **Mayor Beam Furr**

### **Mayor, Broward County**

Beam Furr is a Broward County Commissioner representing District Six, the southeast part of the county. He currently serves as Mayor of Broward County. He was first elected to the Broward County Commission in 2014. Prior to that, he was a Hollywood City Commissioner for 12 years.

As an elected official, he has focused on environmental issues, early childhood education, transportation, housing, economic opportunity, and the arts.

Vice Mayor Furr serves as chair of the Southeast Florida Transportation Council, the co-chair of the Broward Climate Change Task Force, Broward County Solid Waste Authority and Broward Reads, as well as a board member of the Broward Metropolitan Planning Organization (MPO), CareerSource Broward, the Broward County Tourist Development Council (TDC), and South Florida Regional Planning Council. Beam also served as a board member of the Broward County Children's Services Council for 9 years.

Commissioner Furr was a teacher in the Broward County School system for 25 years. During that time, he taught social studies, before becoming a librarian for Flanagan High School. Beam grew up in South Florida and now lives in Hollywood with his wife, Shelli Edwards, and is the proud dad of his daughter, Eliza.



**Dr. Jennifer Jurado**  
**Chief Resilience Officer**  
**Broward County**



Jennifer Jurado, Chief Resilience Officer and Deputy Director,  
Resilient Environment Department, Broward County

Dr. Jennifer Jurado is responsible for leading climate resilience and environmental planning initiatives for Broward County, FL. Areas of particular focus include sea level rise adaptation, sustainable water resource management, shoreline protection, coastal resource conservation, and clean energy projects. She works extensively with internal and regional stakeholders to advance county-wide resilience planning informed by future conditions scenarios and fosters public-private partnerships key to large-scale initiatives. Current efforts involve advancement of a county-wide resilience plan focused on infrastructure improvements, redevelopment strategies, and robust economic analyses. Dr. Jurado has been a participant in the four-county Southeast Florida Regional Climate Change Compact since its formation in 2009. She earned her Ph.D. from the University of Miami in Marine Biology and Fisheries.



**Dr. Galen Treuer**  
**Climate Tech & Economic Innovation**  
**Miami-Dade County, Office**  
**of Innovation and Economic**  
**Development**



Dr. Galen Treuer leads Climate Tech and Economic Innovation for Miami-Dade County and is Director of Regional Innovation for the Risk + Resilience Tech Hub. He works with the Mayor, the Chief of Innovation and Economic Development, Chief Resilience Officer, and the private sector to pursue the County's climate resilience goals and catalyze regional investment in resilience technology by bringing together a network of entrepreneurs, investors, businesses, academics, and community leaders. He serves on the Department of the Interior's Climate Adaptation Science Advisory Council and has worked to instigate just climate transformation and policy for over fifteen years. He holds a Ph.D. in environmental science and policy from the University of Miami and a B.A. in economics from Oberlin College.







**Eugene Montoya**  
**Principal & Founder,**  
**Sandmont Natural Capital LLC**

Eugene Montoya is a climate risk and climate finance expert who works closely with public and private sector stakeholders focused on both preserving and protecting financial value. Since 2009, Eugene has cultivated direct and significant experiences working with financial institutions such as asset owners, investment managers, banks, broker-dealers, asset owners, insurers and reinsurers, and real economy corporates. His current focus is on the sustainable blue economy which is the intersection of coastal and marine aquatic environments with human-built settlements for housing, commerce, and critical infrastructure.





## **Alex Moreira**

### **President and Founder, Aska Impact**

Alex Moreira works at the intersection of climate, sustainability, and finance. His experience spans a diverse array of impact-driven projects, including devising climate finance strategies for African development finance institutions, assessing the municipal finance landscape for sustainable investments across Latin America, designing a \$20 billion COVID-19 response and green recovery investment fund for the United Nations Development Program, and developing a country readiness program for Green Climate Fund financing in the Caribbean. He currently serves as an Advisory Council Member at World Resources Institute (WRI) and is the founder of the Guarani Aquifer Sustainability Program, a pioneering private sector-led initiative focused on enhancing the resilience and protection of the second-largest aquifer in the world, spanning Brazil, Paraguay, Uruguay, and Argentina. Previously, he was the CEO of a global consulting firm specializing in risk and finance for the top 30 banks worldwide.

Alex holds a master's degree in Sustainable Business from the University of Miami Herbert School of Business, a master's degree in Management Science from Hult International Business School in Boston, and a bachelor's degree in Public Administration from FGV in São Paulo. He is certified in Sustainability and Climate Risk by the Global Association of Risk Professionals (GARP) and in Sustainability Accounting by the Sustainability Accounting Standards Board (SASB).



**Katherine O’Fallon**  
**Executive Director,**  
**Marine Research Hub**



Katherine O’Fallon is the executive director of the Marine Research Hub since October 2022. She received her Bachelor’s of Science degree in Marine Biology from Long Island University (LIU) Southampton in New York. During this time, she focused on coral reef ecology with undergraduate research in Hawaii on coral bleaching. She then began her career working as a marine biologist and educator in Curacao where she also became a PADI Open Water Instructor. In 2002, she moved to Fort Lauderdale, FL, and pursued her master’s in marine science and science education at Nova Southeastern University. With almost 20 years at New River Middle School, Broward County, first teaching marine science and general science before transitioning into an administration role as Marine Magnet Coordinator. During this time, she played a pivotal role in elevating the school and marine science program to become a National Certified Magnet School in 2018 along with multiple years of other distinctions and awards including acquiring a one-of-a-kind Guy Harvey-designed logo.

Katie has also been part of Marine Industries Association of South Florida (MIASF) Plywood Regatta committee for over 10 years. She is currently part of Leadership Broward Class XLIII, and she is a member of the ClimateReady Tech Hub Steering Committee representing regional perspectives.



## **Fredrik Wannius** Co-Founder, 1Print



Fredrik is a Qualified Executive Leader and Board Member with 20+ years of proven experience reinventing and growing diverse business operations. He is a Swedish native, specializing in the execution of market-leading innovations, processes and approaches that result in a positive return on investment (ROI). Experience with COBOD 3D Printers and 3DCP construction since 2019. Unique insights from global 3D printing initiatives and extensive network in the industry.





**Anya Freeman**  
Founder & CEO, KindDesign

Anya is originally from Ukraine and together with her family lived in Israel, South Africa, and China before settling in Miami to attend law school. Anya worked for the US Attorney's Office and clerked at the United States District Court before opening her own law firm focused on environmental policy. Frustrated with lack of innovation around rising sea-levels which threaten Miami, Anya took on the challenge of finding a technological solutions to this global challenge that both supports the environment and has economies of scale.





**Anita Byer**  
**President, Setnor Byer**  
**Insurance & Risk**

Anita Byer is Managing Principal of Setnor Byer Insurance & Risk, an Independent Insurance Agency formed over 40 years ago to provide property, casualty and group benefit products and services to businesses and families. In 2023, Setnor Byer made a strategic decision to partner with Risk Strategies, one of the largest privately held brokers in the U.S. and has resultingly been able to scale her offerings to a broader audience.

A graduate of the University of Florida, Ms. Byer joined Setnor Byer as a principal shareholder, and focused her attention on business development and improving the risk management offerings of the firm. In 1997, Ms. Byer founded The Human Equation, an online education and risk management solutions provider.

Setnor Byer Insurance & Risk has consistently been recognized as a leading regional and cutting-edge insurance and risk management firm. Anita Byer is an educator at heart, and provides her insurance, risk management and sales expertise to a broad range of audiences. She is often called upon to provide her expertise on topics ranging from cyber-risk and healthcare to coastal property risk, workers' compensation and intellectual property risk. Ms. Byer has authored over 1000 online courses and briefs on risk management and is a continuing education teacher to human resources professionals and the business community.

Ms. Byer has served her industry as a member of numerous insurer Advisory Boards, the FAIA's Legislative Committee, and as Vice-Chair of the Commercial Property and Casualty Joint Underwriting Association, and the Florida Residential Property and Casualty Joint Underwriting Association, both predecessors to today's Citizens. She is currently a Board Member of the Broward Workshop, a Trustee of the Museum of Science and Discover, and a Business Representative of the South Florida Federal Reserve District Economic Advisory Council.



## **Representative Chip LaMarca**

### **State Representative, District 100**

Chip LaMarca is a lifelong resident of Broward County and he is honored to serve the coastal communities in the Florida State House of Representatives. He has earned a reputation for being a citizens' advocate and a respected voice for the taxpayers, veterans, first responders and pets in our community.

Chip is proud to tell his American story of hard work and success. After attending Boston University, Broward College and Florida Atlantic University, Chip came home to follow in the footsteps of his late father by helping to bring jobs to Broward County in the construction industry. After establishing himself as a knowledgeable, trusted manager with over 20 years of experience in the construction industry, Chip opened LaMarca Construction in 2006, a firm that specializes in power generation. Chip and his wife of twenty-three years Eileen reside in Lighthouse Point with District 100's doggie mascot, Rocco.

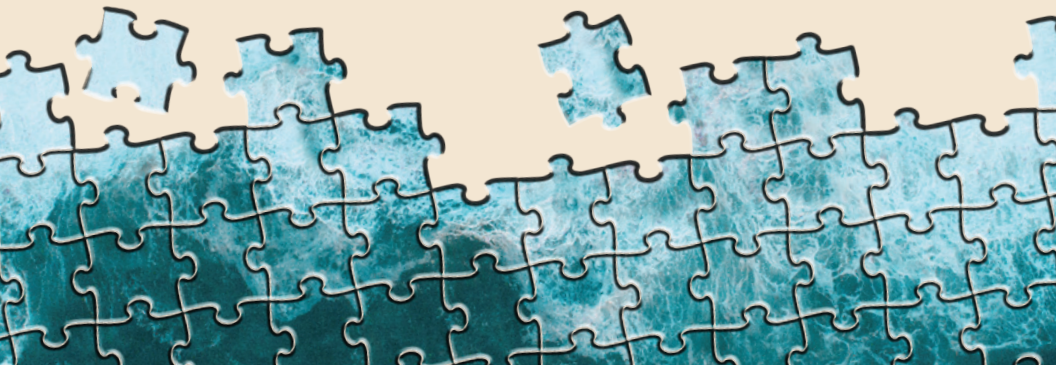
Beginning in 2002, Chip became active in public service by serving on many City of Lighthouse Point advisory boards. In 2005, Chip was elected to a seat on the Lighthouse Point City Commission after running a campaign based on integrity, public safety, and good governance. In 2010, after serving the people of Lighthouse Point for two terms, he ran a tough election campaign to unseat the Broward County Mayor. He was elected to serve the people of coastal Broward as a member of the Board of County Commissioners. In 2014 he was re-elected in a rematch with overwhelming support of the people.





**James Donnelly**  
**Founder and Chairman**  
**Crown Residential**

James Donnelly is a 30-year resident of Broward County, a businessman, community leader and philanthropist. He is the Founder of the Castle Group, and Chairman and Founder of Crown Residential. James sits on the Board of NSU and is the former Chairman of the Community Foundation and Broward Workshop. In 2024 James received the Horatio Alger award for distinguished Americans. James and his wife Cathy support numerous local organizations.





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## PLANNING FOR CHANGE

- Adaptation and Mitigation
- Energy and Finance
- Sea Level Rise
- Flood Risk

BROWARD  
COUNTY  
FLORIDA

RESILIENT  
ENVIRONMENT

# Broward Resilience



[Broward.org/Resilience](http://Broward.org/Resilience)

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