

**SPACE FLORIDA**



**MARKETING COMMITTEE WORKSHOP  
Agenda**

**Monday October 24, 2022  
2:00 p.m. EDT**

By Teleconference  
Call-in Number: 855-758-1310  
Guest Code: 628 861 9445#

<b>Agenda Items</b>	<b>Vote</b>	
<b>Call to Order</b>		<b>Sonya Deen-Hartley</b>
<ul style="list-style-type: none"><li>• <b>Public Comments</b></li><li>• <b>Introduction of new staff members</b><ul style="list-style-type: none"><li>• <b>Vice President of External Affairs and Workforce Integration</b></li><li>• <b>Vice President of Corporate Communications</b></li></ul></li></ul>		<b>Sonya Deen-Hartley</b> <b>Frank DiBello/Howard Haug</b>
<b>Closing Remarks/Adjournment</b>		<b>Sonya Deen-Hartley</b>

**Mike Miller** is the VP of External Affairs and Workforce Integration. He plays a vital role in advocating for the mission of Space Florida both in Tallahassee and Washington, DC. Mike is also tasked with guiding the organization to access and enhance the skilled labor force in Florida through partnerships with the Department of Education and companies seeking to relocate to Florida or expand their current operations in the state.

Mr. Miller has a long career in public service, spanning nearly 30 years. Before joining FLVS in 2019, he was a State Representative for the Florida House of Representatives and worked with local leaders in both parties on issues to better the community. While in the Florida House he served on various committees, including Commerce and K-12 education, as well as Health Quality and Transportation. Mike advocated for victims of crimes or trauma, supported affordable housing for seniors and families, and fought to curtail youth homelessness.

He currently serves on the boards for Goodwill Industries of Central Florida, the North and Central Florida Chapter of the Alzheimer's Association, AMI Kids Orlando (an afterschool programs for at-risk kids), and the Florida Network (a statewide association representing 29 agencies that serve homeless, runaways, and troubled youth ages six and older and their families).

Mr. Miller has a bachelor's degree in American History from the University of Florida, and an MBA from the Crummer Graduate School of Business at Rollins College.



**Anna Alexopoulos Farrar**

Vice President, Corporate Communications  
Space Florida

Anna Alexopoulos Farrar is a seasoned communications professional who brings senior oversight, energy and focus to every project. Anna leads all communications and branding at Space Florida and is charged with amplifying the brand through comprehensive communications strategies. She has more than 15 years of communications experience in the public, private, and nonprofit sectors. Anna most recently served as the global communications lead at a publicly traded company. Prior to this role, she served in senior-level positions at the Florida Department of Financial Services, working with two Florida chief financial officers, served as a vice president of accounts for a full-service public relations firm, and handled media relations for a nonprofit. She has extensive experience in developing and executing full-scale branded communications campaigns, message development, brand architecture creation, and crisis communications.

Anna received a B.A. in Political Science and Social Sciences from Florida Atlantic University (FAU) and a M.S. in Communications from Purdue University. She is frequently asked to speak on communications best practices, including presenting at her alma mater, FAU, and at Boston University.