

**BOARD OF COUNTY COMMISSIONERS**  
**REGULAR MEETING**  
**5:00 PM, June 09, 2025**  
**James S. Page Governmental Complex, 96135 Nassau Place**  
**Yulee, FL 32097**

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## Antoinette Ferry

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Fernandina Beach, FL    antoinette.richter@gmail.com

### Business Management/ Finance/ Relationship Building/ Learning and Development

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Creative, focused and results oriented professional with a strong desire to help others achieve their best. Able to analyze data, make strategic decisions to implement change, drive growth to meet goals and reach mutually beneficial solutions. Synergistic leader skilled to motivate team while managing priorities and responsibilities, implementing systems to ensure compliance and providing exceptional customer service to internal and external customers and partners.

#### Core Professional Strengths

Sales and Marketing	Relationship building	Problem-solving
Budget Management	Financial Analysis	Public Speaking
Content Creator	Fluent in Spanish	Learning &
Development Employee Motivation Management	Detail Oriented	Performance

#### Professional Experience

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##### *Florida, First Port City Bank*

*August 2019-Present*

VicePresident, Business Development/Finance/ Learning and Development

Key lender in a new market responsible for building and growing the bank's portfolio.

Responsible for achieving goals by developing and acquiring business relationships, community involvement and developing relationships within the business community. Tasked with analyzing data and producing reports on Bank's income and expenses. Proficient in financial analysis and reporting. Lead initiatives to introduce new products to include working with vendors, designing and delivering training and executing product launch. Foster positive rapport within the community to enhance the bank's presence and reputation, including leading speaking engagements and workshops.

- Worked closely with team members and departments to ensure regulatory compliance on loans and appropriate use of funds as regulated by the federal government.
- Collaborated with leadership on development of core strategies to include sales and marketing along with learning and development needs to identify the highest and best use of talent and resources.
- Contributed to product development, marketing, and sales. Recognizing the importance of proper training for our team, I personally led the creation of training modules and workshops. Additionally, I designed specific and measurable training plans for transitioning team members into roles to further their career.
- Acted as a liaison for customers in various industries, specifically, the hospitality sector on the island during COVID, to extend resources to minimize interruption in business

operations. Advise business owners on financial forecast models to appropriately reflect and meet the needs of seasonal demands.

- Key speaker at business oriented workshops to educate and engage business owners on financial matters including; VIABLE business workshop, Business Builders Series, Amelia Island Women's Collective and more.

**Antoinette Ferry**

**Page 2**

***Florida, Synovus Bank***

***June 2011August 2019***

Vice President, Retail Market Manager III

Execute sales and marketing strategies and exercises executive and administrative controls over the functions of the bank. Responsible for bank reputation in the community and representing the brand on nonprofit boards and chamber of commerce functions. Accountable for the growth and management of the branch with loans and deposits balances of \$115 MM. Lead and participate in business development efforts in areas of customer acquisition and retention, and loan and deposit growth by expanding relationships with current clients and community members. Responsible for hiring, training and the ongoing professional development of branch staff. Traveled across the state to train new bank teams during bank mergers.

***Georgia, Griffin Spalding County Schools***

***January 2011June 2016***

Engineering Teacher, Curriculum Development Advisor

Lead teacher on curriculum design for Engineering content in the district. Planned and developed curriculum through needs assessments and experimental design programs to ensure attainment of content objectives, documenting learning theories and execution through use of materials, learning paths and facilitator support needs.

- Teaching and fostering a positive learning environment where students are able to meet Georgia Performance Standards through data collection and analyzation, ability grouping and motivation all while building mutual respect. STEM Department Chair, Robotics Coach, Positive Behavior Intervention Supports Team Leader, Lead teacher on AMP-IT-UP NSF Partnership Grant to integrate Engineering into the classroom.

***Georgia, Wells Fargo Bank, Wachovia Bank, N.A***

***June 2006October 2011***

Assistant Vice President, Branch Manager/Bank Conversion Team member

Oversee daily operations of the financial center, directly manage a team of 15 employees.

Responsibilities included:

- Developing team members to ensure compliance with regulations and bank policies and daily operational requirements.
- Member of the Bank training and conversion team, traveling and leading training for newly acquired banks' existing branch team members.
- Ensuring branch's FDIC compliance through audits.

***Georgia, Enterprise Rent A Car***

***August 2003June 2006***

## Assistant Branch Manager

Oversee daily operations of the largest fleet in the South Atlanta market, directly managing a team of 5 employees.

Responsibilities included:

- Marketing to internal clients to preserve relationships and increase referral stream.
- Train and develop employees in sales and customer service.
- Manage account receivables to meet net income goals.

Antoinette Ferry

Page 3

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## Education/ Professional Development/ Community Involvement

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Masters of Secondary Education,

*Grand Canyon University* April 2014

Honors Graduate

Bachelor of Business Administration, concentration in Business Management

*GA State University* December 2003

Honors Graduate

Georgia Certified Teacher in Business and Technology & Engineering, Engineering Proficiency and literacy as it relates to Education

*Georgia Tech University* December 2013

Graduate of Leadership Nassau, FL 2017

### ***Community Involvement***

Chamber of Commerce Ambassador, Rotary Club of Fernandina Beach President, Board

Member, Fernandina Beach Wrestling Club & Past Board Member, Boys & Girls Club of Nassau County, Gala Committee.

### ***Software proficiencies***

Microsoft Suite, Google Applications Suite, various banking platforms, Google Apps for Education, Solidworks 3D modeling, IRONCAD 3D modeling, and more.

*References and Supporting Documentation Furnished Upon Request*

**KRISTI A. DOSH, ESQ.**  
3046 First Avenue, Unit B  
Fernandina Beach, FL 32034  
kristi@kristidosh.com  
(678) 517-1096

## **EDUCATION**

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**University of Florida Levin College of Law**, Gainesville, FL J.D., May 2007

**Oglethorpe University**, Atlanta, GA B.A. in Politics, December 2002

## **LEGAL EXPERIENCE**

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**Tomasetti & Prince**, Fernandina Beach, FL 2011-present  
*Contract Attorney*

- Provide consultation for affordable housing construction, development and other ongoing legal issues for Nassau Habitat for Humanity as needed.

**Taylor English Duma, LLP**, Atlanta, GA 2010-2011  
*Attorney*

- Practiced in the areas of real estate finance, including affordable housing and historic preservation tax credits.
- Negotiated and closed acquisition and construction financing for a non-profit affordable housing lender who provided hundreds of millions of dollars in funding to community organizations for multi-family affordable housing development.

**Morris, Manning & Martin, LLP**, Atlanta, GA 2009-2010  
*Attorney*

- Maintained practice in affordable housing development and finance.
- Negotiated and drafted contracts for the acquisition of residential real estate, bridge financing and construction lending.

**Nelson Mullins Riley & Scarborough LLP**, Atlanta, GA 2007-2009  
*Attorney* Summer 2006, Winter 2006 (Summer Associate)

- Practiced in the areas of real estate finance and development. Concentration in housing and community development transactions that utilize federal and state low-income housing tax credits, historic preservation tax credits, CDFI, CDBG and HOME funds and other sources of public financing.
- Handled other matters including a variety of commercial real estate transactions, corporate mergers and acquisitions, forming for-profit and non-profit corporations, and counseling HOAs.

## **OTHER PROFESSIONAL EXPERIENCE**

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**Forbes**, Remote 2010-2011 and 2013-present  
*Sports Business Reporter/Analyst*

- Report on and analyze legal and business issues in intercollegiate athletics and pro sports, including workforce housing issues in ski towns.
- Frequent guest on local and national radio and television shows regarding topics reported on, including frequent appearances on ESPN, ESPN Radio and Sirius/XM.

**University of Florida**, Gainesville, FL January 2022-present  
*Adjunct Professor*

- Teach undergraduate courses in the College of Journalism and Communications: Sports Media Law & Ethics, Industry Perspectives on College Athletics and Name, Image and Likeness, and College Sports Reporting.

- Teach an undergraduate and graduate course in the Department of Sport Management: College Athletes as Brands: Name, Image and Likeness.

**Guide My Brand**, Fernandina Beach, FL

2015 – 2021

*Founder*

- Served as a publicist for C-suite executives, entrepreneurs and non-fiction authors looking to position themselves as an expert in their field.
- Secured coverage for clients in traditional and online print media, television, radio and podcasts.
- Coached clients on media appearances and public speaking, from securing the opportunities to delivery and audience conversion.

**Reputation Ink**, Jacksonville, FL

2014 – 2015

*Vice President, Public Relations*

- Wrote blogs, eBooks, whitepapers and other content for B2B and B2C clients in multiple industries, including law, insurance, and education.
- Coached clients in the legal industry on how to use blogging and social media to build their brand.
- Drafted press releases and gained coverage from national, local and trade publications.
- Spoke to industry groups, such as the Legal Marketing Association, on topics ranging from how to gain media coverage to blogging best practices.

**ESPN**, Bristol, CT

2011-2013

*Sports Business Reporter/Analyst*

- Original reporting for ESPN.com and *ESPN The Magazine* on topics such as collective bargaining, endorsements, and the finances of pro and intercollegiate athletics.
- Appeared as a guest on various ESPN television and radio programming, including SportsCenter, College Football Live and The V Show, to discuss the latest sports business news.

## **PUBLICATION**

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### **Books:**

*Saturday Millionaires: How Winning Football Builds Winning Colleges*, Wiley/Turner, 2013 (nonfiction)

*The Athlete's NIL Playbook: The Complete Guide to Owning and Profiting from Your Name, Image and Likeness*, Wiley, July 1, 2025 (nonfiction)

*The Library of Second Chances*, Harpeth Road, 2024 (fiction)

- German translation to be published by Insel/Suhrkamp, October 7, 2025

*The Summer of Starting Over*, Harpeth Road, scheduled for May 20, 2025 (fiction)

*If I'd Have Known*, Harpeth Road, scheduled for September 16, 2025 (fiction)

### **Journal Articles:**

"Can Money Still Buy the Postseason in Major League Baseball?: a 10-year retrospective on revenue sharing and the luxury tax," UNIVERSITY OF DENVER SPORTS AND ENTERTAINMENT LAW JOURNAL, VOL. III (2007).

### **Periodicals and Online Publications:**

Forbes, Entrepreneur, Fast Company, *SportsBusiness Journal*, *The Washington Post*, AARP, POPSUGAR, Woman's Day, Men's Health, *Glamour*, Parents, Golf Digest, Just Luxe, Miles Geek, CraftBeer.com, Bleacher Report, SB Nation, Travelocity, Smarty Cents, Motley Fool

## LYNN SCHULTZ

*Expertise and Experience:* Proven leadership, community collaboration, and over twenty years of Military Support and Community Support Program Coordinator

### ***Education***

#### **Education & Certifications**

1986 High School Diploma  
2006 Commendation Medal Florida National Guard  
2006 AFTB & GFTB Train the Trainer Army Family Action Plan Conference Presenter  
2007 Florida Real Estate College  
2015 Military Briefings and Presentations Training  
2015 Applied Suicide Intervention Training  
2015-2022 NACI Clearance CAC holder  
2020-2022 Level I AT Training, OPSEC, Information Awareness/Information Assurance Training Certificates

#### **Professional Development**

Licensed Florida and Georgia Realtor

### ***Professional Experience***

- 2016-2022      Building Healthy Military Communities Lead State Coordinator and Trainer – Contractor for the Defense Health Agency**
- Coordinate with state leadership and develop an overall state action plan which addresses identified gaps and integrates capacity building assets and networks within their state.
  - Integrate national, state, and local resources to support the geographically dispersed military population within their state and work with state personnel to educate partners and potential partners about the needs of Service members and their families.
  - Maintain liaison with the respective State Family Program Director, and other family support staff members, volunteers, Service members and family members, various support agencies, state and local governments, and public and private organizations through the exchange and sharing of information.
  - Work with the NGB staff, state staff, and service providers to enhance outreach programs by integrating federal, state, and local resources within the state into self-sustaining networks.
  - Provide information to commands, staff, families, parents and significant others, as identified by the Service member through various method of communication, such as direct mail, email, social media, telephone, and other methods identified by the state leadership.
  - Support a Rapid Needs Assessment, conducted in partnership with teams from the U.S. Public Health Service (USPHS) and the Consortium for Health and Military Performance (CHAMP) at the

Uniformed Services University of the Health Sciences (USUHS) and state agencies, in order to assess the current resources available within a state or territory and identify needs of the target population.

- Coordinate training and logistical support for the BHMC Pilot trainings, BHMC/JCF events, BHMC/JCF meetings, and/or any proposed Joining Community Forces (JCF) Workshop conducted within assigned state.
- Research and prepare briefing materials for scheduled Interstate Family Assistance Committee meetings, as required.
- Gather and analyze information regarding the issues affecting Active and Reserve Component Service members and their families and provide assistance in dealing with the identified issues.
- Build visibility, community, and corporate relevance by increasing awareness of resources and programs; leveraging community, state, and federal partnerships; educating and supporting implementation of initiatives throughout the military and communities; and, supporting and implementing strategic communication efforts.
- Provide strategic analysis of the pilot program on a quarterly basis which includes recommendation for pilot changes to include concerns, suggested modifications, process to be initiated or eliminated in order to better support geographically dispersed Service members and families and to make the pilot more successful.

**2012-2015**

**Family Readiness Support Assistant**

- Assist the State Family Program Office and the Command Staff of Joint Forces Headquarters (JFHQ) with recruiting, training and placement of volunteers within their Family Readiness Groups.
- Train/Brief Command Staff on the Family Readiness Volunteer Program.
- Coordinate Joining Community Forces to provide resources, volunteers and assistance to Service Members, Veterans and their Families.
- Coordinate ON-Demand Support to provide resources for Family Members, Veterans and Service Members during training events, deployment cycle events (Yellow Ribbons & SRP's) and Annual Family Days.
- Partnered with local and community organizations like American Legion, Vietnam Veterans, Marine Corps League, Toys for Tots, VFW, Nassau and Duval County Rotary's, and local businesses through Joining Community Forces to provide volunteer support and assistance for Northeast Florida Back to School Bash, Christmas for Families and Deployed and NonDeployed Service Members and Bi-Annual Family Day events for our Service members, Veterans and their Families.
- Program Developer/Manager for our TAG's (The Adjutant General) Retirement initiative and Veteran 2 Volunteers Veteran Volunteer Database.
- Compiled State Family Programs Volunteer Database (JSS), updating volunteers, volunteer status and hours.
- Publish Family Program Monthly Newsletters for JFHQ, RTI & RRBN



- Assist the Chaplain with Admin and Marketing support of Strong Bonds Program information for Married and Single Service Members.

**Michael E. Harbison**  
**Fernandina Beach, FL**  
**407-739-9381   mike@mikeharbison.com**

## **EXECUTIVE SUMMARY**

**Successful Strategy, Operating, Finance and Administrative Leader** in a wide variety of areas, including products, services, international and nonprofit.

Almost twenty years as a division head and CFO at various business units of Seagram, including Managing Director of Tropicana (Juice) International and CFO of The Seagram Beverage Company.

Experienced as an investor and manager of start-ups, from inception to successful exit. Skilled at leading multi-functional teams in achieving innovative solutions, continuous improvement and rapid growth.

Significant nonprofit experience, including serving as an officer and director of a nonprofit with a mission of advancing truly affordable (30-60% of AMI) housing.

Wharton MBA (finance/management).

## **EXPERIENCE**

### **Affordable Housing First Corp – 2024-Present**

Director and Treasurer of a nonprofit developer of affordable housing in Nassau County, FL.

### **Ellis Properties, LLC – 2018-2023**

Active real estate investor and property manager.

### **Ole Ivy Equity Partners LLC: 1996-2018**

Personal investor/equity holder in new ventures and established companies.

Executive/operating role (CFO & Director) in each company.

For new ventures, set business plan and strategy, and led efforts to secure required financing. **Major projects:**

**Healthcare** (Tranpac, Inc., Orlando, FL): Start-up medical device company (dialysis product). Negotiated sale to a public company. Substantial distribution to investors.

**New York Studios, Inc.** (now, Steiner Studios) (Brooklyn, NY): Investor, director and CFO at \$200MM+ New York City film/TV production studio complex real estate development in the Brooklyn Navy Yard, from start-up to a successful exit, in conjunction with NY City government agency. Won New York City contract over Vornado REIT and Robert DeNiro team.

**The Seagram Company Ltd (almost twenty years):**

During a long career at Seagram, grew from manager of strategic and financial planning to EVP/CFO at a business unit and Managing Director of Seagram's Tropicana International. Frequently chosen by the controlling Bronfman family to lead special assignments such as acquisitions or other major strategic projects.

**Managing Director - Tropicana International (1994-1996)**

- Achieved profitability in the first year of operations.
- Negotiated, executed and managed strategic alliances with strong local partners in Argentina, Brazil and Japan.

**V.P. Business Development/Global Markets – Tropicana (1992-1994)**

- Led the development and implementation of a strategy for international expansion, including brand, product, market and business system strategies.
- Annual international sales grew from \$50 million to \$400 million in three years.

**Special Strategy Assignment (Summer 1992)**

- Assigned by Seagram CEO to establish a food industry strategy.
- Recommendations approved and implemented.

**E.V.P. Strategy & Finance & CFO, The Seagram Beverage Company (1985-92)**

- Managed finance, planning, business development and logistics functions.
- Initiated and managed operational programs such as a "margin improvement process," generating \$9 million annual savings from product/package changes.

**Manager of Strategic & Financial Planning (1978-1985)**

- Managed corporate financial planning process.
- Participant on several acquisition and divestiture teams.

**EDUCATION**

- **Vassar College - A.B. (Economics). Completed Bachelor's in three years.**
- **The Wharton School of the University of Pennsylvania - M.B.A. (Finance/Management)**
- **Harvard Business School Negotiation Mastery (Certification Online during Covid.)**

**BOARDS/GOV'T/NONPROFIT SERVICE:**

Board Member of **Affordable Housing First Corp** and **Coalition for the Homeless of Nassau County**. Former director (two terms) of the **Central Florida Foundation**. Former Chairperson of the **Seagram PAC**. Former President of **The Penn/Wharton School Club of Central FL**. Former board member of various other nonprofits (Asian Art Museum, Girls, Inc., etc.) Elected to the **Sarasota County School Board**.

**FOR PROFIT BOARD SERVICE:** Director of Tranpac, Inc. (medical devices) and New York Studios. Former director of Sterling Vineyards, Mumm Napa Valley, and Kirin-Tropicana (Japan).