

FSPA



**DISTRICT 4 WORKSHOP
NOVEMBER 4, 2022
UNIVERSITY OF SOUTH FLORIDA**

WELCOME

We are so excited to welcome our student journalists to this year's FSPA District 4 Workshop. As your district 4 director, I have worked hard since the summer to make sure that this workshop will be a great experience for you and your staff.

Today's workshop includes a variety of industry professionals. If you're interested in writing for radio, getting a great interview or learning how to create an excellent theme package, this workshop will be a great experience. Today, you'll listen to Creative Loafing Tampa's Editor-In-Chief Ray Roa for the keynote, follow your passions in the breakout sessions, enter some contests to show off your strengths, make great memories with your fellow staffers and connect with editors and journalists from other schools.

Advisers, I have tried to make your life a little easier on this busy day. Stop by the adviser hospitality room in Room 3709 during the second and third sessions to help with contest judging. Also, be sure to stick around during lunch for the adviser meeting.

I hope you and your staff have a great workshop today and that you leave USF with a wealth of ideas and strategies to bring back to your publication.

Best,

JULIA PAPPACODA
District 4 Director

MEET YOUR DIRECTOR

JULIA PAPPACODA
Gaither



Julia Pappacoda is the broadcast adviser at Gaither High School in Tampa, Florida. She has advised broadcast programs for 9 years. Pappacoda previously served as a yearbook adviser. She's been an FSPA member since 2016, where she speaks at district and state workshops. Pappacoda is also an active member of the Journalism Education Association. Her writing has been featured in Communication: Journalism Education Today Magazine. Her favorite part of leading a student publication is sharing her passion for media literacy and journalism with others.

Prior to teaching, Pappacoda operated her own multimedia journalism business. She graduated from the University of South Florida with two concurrent bachelor's degrees in Mass Communications and English Education.

LOCAL FSPA LEADERSHIP

ADAM LIVESAY
Executive Director

JOANIE WEBSTER
FSPA President

JOE HUMPHREY
Evaluations Coordinator

WORKSHOP AT A GLANCE

REGISTRATION 8-8:45 AM

OPENING/KEYNOTE 9-9:50 AM

SESSION 1 10-10:50 AM

- SPORTS PHOTOGRAPHY THAT'S A SLAM DUNK
- FROM POST TO PUBLICATION: HOW TO TELL AND CAPTURE THE BEST STORIES
- TEAMWORK
- LEARNING TO DESIGN WITH LESS GETS YOUR MORE
- WRITING FOR RADIO
- TAKE YOUR THEME TO THE EXTREME
- BROADCAST ROUNDTABLE

SESSION 2 11-11:50 AM

- FLORIDA FOCUS NEWSBREAK TV STUDIO AND LIVESTREAM PODCAST STUDIO
- KEEPING LOCAL NEWS RELEVANT IN 2022
- FROM A YOUNG REPORTER TO YOUNG REPORTERS
- BUILD YOUR BRAND
- THE SHOW(STOPPER) MUST GO ON
- NAILING THE INTERVIEW
- YEARBOOK ROUNDTABLE

**Advisers please report to Room 3709 during Session 2 and 3 for judging.*

LUNCH 12-1 PM

**The Advisers Meeting will take place during the lunch hour in Room 3709.*

SESSION 3 1-1:50 PM

- FINDING YOUR "WHY" IN JOURNALISM
- REPORTING FOR THE STORY
- FROM A YOUNG REPORTER TO YOUNG REPORTERS
- YEARBOOKS - LESS STRESS, MORE FUN - TIPS AND TRICKS FROM A VETERAN ADVISER
- FALL DIGITAL BROADCAST CRITIQUES
- CREATING YOUR THEME PACKAGE
- NEWSPAPER ROUNDTABLE

CLOSING 2-2:30 PM

TRUST IS ALL ABOUT KNOWING
WHO'S **WORKING FOR YOU.**

WHO IS GOING TO POUR THEIR HEART AND
SOUL INTO **YOUR YEARBOOK EXPERIENCE?**

WALSWORTH YEARBOOKS,
OF COURSE. IT'S IN OUR NAME.

WE KNOW YOUR VALUE.
WE KNOW YOU'RE **WORTH IT.**

FOR WHAT IT'S **WORTH,**
WE'RE **WORTH IT** TOO.

JUST SOMETHING THAT'S
WORTH CONSIDERING.

WORTH IT

TELL ME
MORE



“Producing a yearbook can be a big and scary job. The Walsworth Yearbooks team makes it easier because of their knowledge and expertise. Walsworth provides lesson plans aligned with state standards, engaging webinars, action-packed workshops and fabulous reps. I am so thankful for my Walsworth family.”

Susan McNulty, CJE
J.W. Mitchell High School
Trinity, Florida

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of the national award-winning
yearbooks from Florida and

58%

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Cady is the leading Premier High School Photography company servicing the Southeast United States. Since our beginnings as a family-owned photography business, our mission has stayed the same: To redefine school portraits. We believe that our schools, parents, and students are the foundation of our business, and we strive to deliver experiences that exceed your photography expectations beyond what you can imagine. We are proud to make memories happen.

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SESSION DESCRIPTIONS

KEYNOTE SESSION

The Editor-In-Chief of Creative Loafing joins us to discuss his role and experience in the industry.

Ray Roa | Oval Theater

SESSION 1

10 - 10:50 A.M.

SPORTS PHOTOGRAPHY THAT'S A SLAM DUNK

In this student-led session, you will learn how to improve your sports photography for the winter season and the year to come. We'll discuss the right settings for your camera, where to stand on the court, or the field, and the best lenses to use to make your pictures stand out.

Juno Le & Joanie Webster | 2709

FROM POST TO PUBLICATION: HOW TO TELL AND CAPTURE THE BEST STORIES

Is your yearbook still covering the same interview topics? Wishing they featured stories like the ones on social media? We'll cover how to tell better stories through your writing and photography.

Amanda Patrick & Emily Negron | 3707

TEAMWORK

Everybody's Story – Everybody's Book | Bring out the true colors of your team! It takes all kinds to create a yearbook, join us as we discover how personality types and the 4 C's can improve teamwork.

Lindsay Getz, Cynthia Hagen & Missi Gauthier | 2703

LEARNING TO DESIGN WITH LESS GETS YOU MORE

Packing the page with a lot of stuff does not always equal good, impactful design. The "stuff" becomes overwhelming, so we'll look at great books that use less to help tell a compelling story.

Sabrina Schmitz | 3704

WRITING FOR RADIO

Writing for Radio will break down the basics of how to report and produce an audio story. Participants will learn how it differs from traditional print and online media.

Daylina Miller | 3705

TAKE YOUR THEME TO THE EXTREME

Join us as we explore five ways to incorporate your theme throughout your yearbook, elevating designs and copy to wow your readers.

Susan McNulty | 3708

BROADCAST ROUNDTABLE

Join other producers in broadcast programs for a discussion of obstacles and achievements of your program.

3711

SESSION 2

11 - 11:50 A.M.

FLORIDA FOCUS NEWSBREAK TV STUDIO AND LIVESTREAM PODCAST STUDIO

Students will learn how the Florida Focus Newsbreak is done daily on WEDQ and www.usfnewzroom.com in the Florida Focus television studio.

Stephanie Anderson | 2709

KEEPING LOCAL NEWS RELEVANT IN 2022

What is the pivot we need to make as journalists in the next ten years, as on demand television dominates? I share my experiences in the industry and open up discussion.

James Tully | 3707

FROM A YOUNG REPORTER TO YOUNG REPORTERS

A 21-year-old political reporter will share practical advice on reporting: navigating a competitive industry, finding local angles on national stories, pitching — and answer questions.

Yacob Reyes | 2703

BUILD YOUR BRAND

This session will showcase strategies for using photos to market your yearbook and also increase awareness for your publications program. Can't wait to see you!

Amanda English | 3704

THE SHOW(STOPPER) MUST GO ON

Showstoppers add a great touch to your yearbook; they give you design freedom and offer an opportunity to surprise your reader.

Steve Ferguson | 3705

NAILING THE INTERVIEW

The importance of open-ended questions, interview prep, listening & why it's just as important to know when to be quiet as it to know when to speak up, for powerful on-camera moments.

Kylie McGivern | 3708

YEARBOOK ROUNDTABLE

Join other EICs of Yearbooks for a discussion of obstacles and achievements of your publication.

3711

SESSION 3

1:10 - 2 P.M.

FINDING YOUR "WHY" IN JOURNALISM

The world of journalism can be a wild, wild place! To conquer this path in life, it's important to find your "why." Find your passion. Stick with it. Maybe evolve with it. But never lose sight of it.

Alexis Pastore | 2709

REPORTING FOR THE STORY

Telling stories is different from imparting information. In this session, we'll explore ways to report and interview sources to get what you need to write narrative news and feature stories.

Lane Degregory | 3707

FROM A YOUNG REPORTER TO YOUNG REPORTERS

A 21-year-old political reporter will share practical advice on reporting: navigating a competitive industry, finding local angles on national stories, pitching — and answer questions.

Yacob Reyes | 2703

YEARBOOKS - LESS STRESS, MORE FUN - TIPS AND TRICKS FROM A VETERAN ADVISER

In this session, we will examine how to structure your yearbook program. Tips and tricks to help reduce yearbook stress for staff and students and build a successful and profitable program.

Courtney Nickel | 3704

FALL DIGITAL BROADCAST CRITIQUES

Watch and critique entries from the 2022 FSPA fall digital contests. Learn what your publication can do to elevate their videos.

Joe Papadopoulos & Dave Pritchard | 3705

CREATING YOUR THEME PACKAGE

As you finish your yearbook what is next? Create a theme package that can be presented and worked with to develop an in depth beginning to your new yearbook by using this step by step theme package.

Shelley Hunsucker | 3708

NEWSPAPER ROUNDTABLE

Join other EICs of Newspapers for a discussion of obstacles and achievements of your publication.

3711

CLOSING SESSION 2:10 - 3 P.M.

ALL-FLORIDA & SUNSHINE STANDOUT PUBLICATIONS:

Congratulations to these All-Florida publications, which were recognized during our April 2022 state convention. Publications listed in bold were recognized as Sunshine Standout winners, the best of the best in each genre.

BROADCAST PROGRAMS

CCNN Live
Christopher Columbus High School

The Voyage
Christopher Columbus High School

WROR-TV
Oviedo High School

CTV
Cooper City High School

WSRH Extra, Seminole Ridge High School

LITERARY MAGAZINES (2021)

Artifex
Marjory Stoneman Douglas High School

Catharsis
Coral Gables Senior High School

Reflections
Gulliver Preparatory School (Upper Campus)

Seeds in the Black Earth
Alexander W. Dreyfoos School of the Arts

NEWSPAPERS/ NEWSMAGAZINES

The Muse
Alexander W. Dreyfoos School of the Arts

highlights
Coral Gables Senior High School

Eagle Eye
Marjory Stoneman Douglas High School

The Roar
West Shore Jr/Sr High School

The Trinity Voice
Trinity Preparatory School

ONLINE MEDIA

CavsConnect
Coral Gables Senior High School

hagertyjourn.com
Hagerty High School

The Muse
Alexander W. Dreyfoos School of the Arts

The Raider Voice
Gulliver Preparatory School (Upper Campus)

YEARBOOKS (2021)

The Marquee
Alexander W. Dreyfoos School of the Arts

Spotlight
American Heritage School (Plantation)

Legend

Boone High School

Columbian
Columbia High School

Cavaleon
Coral Gables Sttenior High School

Tributary
Creekside High School

Renaissance
Dr. Michael Krop Senior High School

Glory
Freedom High School

The Renegade
Florida State University Schools

Raider
Gulliver Preparatory School (Middle School)

Raider
Gulliver Preparatory School (Upper Campus)

Panther
H.B. Plant High School

Fusion
Hagerty High School

The Stampede
J.W. Mitchell High School

Chieftain
Jupiter High School

Aerie
Marjory Stoneman Douglas High School

Eques
Miami Sunset Senior High School

The Oviedian
Oviedo High School

Liberator
Pace High School

The Crestian
Pine Crest School

Excalibur
Robinson High School

Salmagundi
Seminole High School

Renaissance
Suncoast Community High School

Azimuth
The Benjamin School

Odyssey
University High School

The Edge
West Broward High School

Calibre
Western High School

Felidae
Wharton High School



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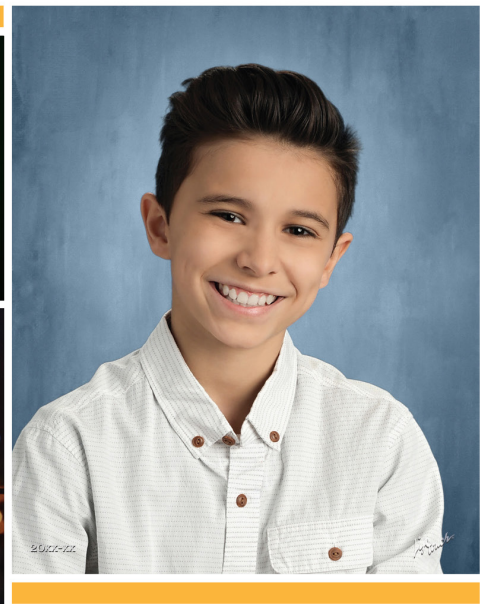
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SPEAKERS

KEYNOTE SPEAKER

RAY ROA

Ray Roa is the Editor-in-Chief of Creative Loafing Tampa and has been since August 2019. He started freelancing for Creative Loafing in January 2011 and was hired as music editor in August 2016. His past work can be seen at Suburban Apologist, Tampa Bay Times, Consequence of Sound and The Daily Beast.

STEPHANIE ANDERSON

Stephanie Anderson is an Assistant Professor of Instruction at the USF Zimmerman School of Advertising and Mass Communication. She will discuss the Florida Focus Newsbreak which airs on WEDQ Monday through Friday as part of the broadcasting curriculum at the University of South Florida. This student-produced newscast also includes website and social media coverage.

LANE DEGREGORY

Lane DeGregory is an enterprise writer at the Tampa Bay Times who won the Pulitzer Prize for feature writing. She loves embedding in strangers' lives and sharing their stories. Over the last 30 years, she has written more than 3,000 newspaper stories.

AMANDA ENGLISH

Amanda English earned her degree in Marine Science, Chemistry and French, but found herself teaching high school journalism. After 11 years of public education and advising an award-winning yearbook program, she joined CADY.

STEVE FERGUSON

Steve is a journalism graduate from the University of North Carolina at Chapel Hill and has been a Balfour representative for 33 years. He supports his schools by providing the latest technology and trends in addition to design and marketing consultation.

MISSI GAUTHIER

Missi Gauthier is a former yearbook editor of her high school publication "The Torch", though years ago, her love of yearbooks still runs deep. She was previously a photography sales professional with Lifetouch but recently made the switch to the yearbook world and now works primarily with secondary schools and their yearbook teams.

LINDSAY GETZ

Lindsay Getz is a former educator and yearbook adviser who specializes in yearbook education, design, and marketing. She is passionate about helping schools build their yearbook program and create a one-of-a-kind keepsake that your students will cherish forever.

CYNTHIA HAGEN

Cynthia brings 25 years of customer service, sales and merchandising experience to our yearbook team. Cynthia's excitement in book building is contagious. She will inspire your advisors with all the resources and knowledge necessary to build the best yearbook possible.

SHELLY HUNSUCKER

Shelley has been teaching for 25 years in Hillsborough County and been a Yearbook adviser the past 10 years. She is part of FSPA, NSPA, CSPA, and JEA, participating in conferences, workshops, and judging. She has a passion for building Yearbook programs into something extraordinary.

JUNO LE

Juno Le is the Editor-in-Chief of the Knight Writers' online and print newspaper at Robinson High School in Tampa, Fla. They are now a senior in the IB Diploma Programme and plan on pursuing a journalism major in college. They've developed a preference for photography and multimedia work, picking up learning Adobe Premiere Pro this year. Outside of newspaper, he's most likely listening to Mitski, Keshi or BTS in the mixes of their infinite Spotify playlists. As a second generation Asian American whose family immigrated from a country that holds heavy restrictions on the media, Le values free press rights and the importance of journalism to democracy.

KYLIE MCGIVERN

Six-time Emmy Award-winning investigative reporter & fill-in anchor Kylie McGivern joined the ABC Action News I-Team in 2018. Kylie previously worked at TV stations in Austin, TX, Johnson City, TN and Columbia, MO. She became interested in the field after taking a TV production class at Tarpon High!

SUSAN MCNULTY

Susan McNulty is the adviser of The Stampede yearbook at J.W. Mitchell High School. Ava Cornett and Addie Kingsley are the Editors-in-chief for the 2023 book. The Stampede has been recognized as All-Florida and Sunshine Standout by FSPA, and All-American NSPA.

DAYLINA MILLER

Daylina Miller is a multimedia journalist for WUSF, the Tampa Bay region's National Public Radio (NPR) station. Daylina got their bachelor's degree in Mass Communications from the University of South Florida, then a master's in New Media Journalism from Full Sail University.

EMILY NEGRON

As a Leonard's Photography Representative, Emily is an award-winning photographer with almost a decade of photography experience and knowledge. She works closely with her advisers and yearbook staff to ensure their picture day and yearbook is a great memory for all.

COURTNEY NICKEL

Courtney Nickel has been a yearbook adviser since 2010. She has worked at several different schools (socioeconomic status, demographic, etc.) and has rebuilt yearbook programs from the ground up. She specializes in getting yearbooks to be profitable and be student driven publications.

JOE PAPADOPOULOS

Joe Papadopoulos is a 25-year veteran of live television and commercial video production. He brings a wealth of real work experience and industry know-how to the classroom. While working at ABC Action News, he worked on award-winning newscasts, special reports and sports specials.

ALEXIS PASTORE

Alexis Pastore is an assistant department manager of communications for Hillsborough County Public Schools. In this role, she promotes positive events and programs for students. Prior to this role, she was a digital content producer at WFLA News Channel 8. She is a Tampa native and a UF graduate.

AMANDA PATRICK

As a Leonard's Yearbook Representative, Amanda Patrick

enjoys sharing her knowledge, passion, and creativity with yearbook staffs all over the state of Florida. She is a New York native and former award-winning yearbook adviser with over 9 years of experience. When she is not yearbooking, you will find her spending time with her husband and 3 energetic boys.

DAVE PRITCHARD

Davie Pritchard is the TV Production teacher at Sickles High School and an award-winning still photographer, including "Top Ten Photographers in the Bay Area" in 2010.

YACOB REYES

Yacob Reyes is a reporter of Puerto Rican descent covering Florida's midterm elections for PolitiFact. Previously, he worked as a reporter for Axios, where he covered national breaking news. Before that, he served as the editor-in-chief of Hillsborough Community College's student-led newspaper, The Hawkeye, and as an editorial intern for Tampa Magazines.

SABRINA SCHMITZ

Sabrina Schmitz (Walsworth Yearbooks Rep), is the former adviser at JW Mitchell High School. Under her leadership, The Stampede yearbook earned CSPA Crowns, NSPA Pace-makers, and was a Design of the Year Finalist. She was TOY in 2013, was a District TOY Finalist, and teaches at workshops nationwide.

JOANIE WEBSTER

Nancy "Joanie" Webster serves as FSPA President. In her eighth year at Robinson HS, she advises the yearbook, newspaper & broadcast staffs. Before teaching, she worked as a communications coordinator for a nonprofit and graduated from the University of Miami where she majored in journalism.

ON-THE-SPOT CONTESTS

One entry per category per publication.

Advisers will receive prompts/instructions at check-in after submitting their contestant roster.

Hand-Drawn Illustration: Create a hand-drawn illustration based on an assigned prompt. Participants must provide paper and art supplies. For 1 student. **Deadline: 10:45am.**

Module Design: Working in a group of 1-3 people, design a coverage module based on provided specifications. Students will need to produce a ready-to-publish module with real photos and text. Students will be responsible for providing necessary technology to produce a PDF of the finished product. **Deadline: 11am.**

News Writing: Write a news story based on an assigned prompt. Participants will receive a fact sheet and should conduct interviews with workshop attendees. Groups of 1-2 students. **Deadline: 11:30am.**

Opinion Column Writing: Write an opinion column about an assigned topic. Participants will write the column and can conduct research as needed on their personal devices. For 1 student. **Deadline: 11am.**

Poetry: Write a poem about an assigned prompt. For 1 student. **Deadline: 10:45am.**

Smart Phone Weather Photo: Students will submit a weather photo for MLK Plaza outside the Marshall Student Center. Participants will use their iPhones/Androids for this challenge. For 1 student. **Deadline: 10:45am**

Spot News Photography: Students will submit coverage – a single photo and detailed, three-sentence caption – based on an assigned prompt. Participants will need to provide their own camera and SD card. For 1 student. **Deadline: 11:00am**

Cinema Challenge: Working in groups up to four, students will create a 30 second montage on an assigned prompt. **Deadline: 11:30am.**

Edit to the Beat: Working in a group of up to four, students will plan, shoot and edit a broadcast edit to the beat video using a provided 1:00 audio clip. Teams will receive a link to the file and a specific prompt at check-in. **Deadline: 12:30 p.m.**

Man On The Street: Working in groups up to four, students will plan, shoot and edit a 1:00 minute man-on-the-street style news video on an assigned prompt. Contestants should plan to conduct on-camera live interviews. **Deadline: 12:00pm.**

Product Review: Working in groups up to four, students will plan, shoot and edit a review video about a provided product. Teams will receive the prompt at check-in. **Deadline: 12pm.**

On-Air Anchor Challenge: Students will be given a script 10 minutes before their assigned time. They will enter the room and using cue prompter, they will perform as an on-air talent. 1 student per publication. **Students will report to contest location at 10am to get their assigned time.**

TikTok Challenge: Working in groups up to three, create a TikTok on an assigned prompt. **Deadline: 11:30am.**

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- ◆ Tagging assistant creates your index as you create the book
- ◆ Sync your index with yearbook buyers' names to increase book sales

Portrait flowing

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FSPA



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Mary K. Sullivan • adviser to the *Lightning Strike*, newspaper at Dr. Michael Krop Senior High School

"Your production turnaround time was amazing. That is what is going to make me throw away those other advertising flyers from other printers."

Billy Mayes • Proud East River Falcon, East River High School "Current"

For additional information please contact us.

Scott Toner at **941-206-1401** • stoner@suncoastpress.com

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