Kerry Yoakum, Vice President of Government Affairs, Out-of-Home Advertising Association of America

Kerry Yoakum is Vice President of Government Affairs for the Out-of-Home Advertising Association of America, Inc. (OAAA). He has been with OAAA since February of 2008 and has extensive experience in advocacy, public affairs and state activities.

Prior to joining the Outdoor Advertising Association of America, Kerry practiced as an attorney for the Ohio Department of Transportation. As Administrator for the Office of Contracts, Kerry was responsible for managing five major work areas of the Office of Contracts: Construction Contracts, Contractor Pre-qualification, External Civil Rights, Advertising Device Control and ODOT's Purchasing program. Kerry received his J.D. degree from Capital University Law School, and his B.S. degree from the Ohio State University.

Questions for OAAA:

1. If you could change one thing in the HBA, what would it be?
2. The federal courts are looking at the constitutionality of billboard law. What do you think the end result will be?
3. Is the Bonus Program passé? If we got rid of it, would that lead to proliferation?
4. What does OAAA look for or expect from OAC professionals regarding billboard control?

Mark Falzone, President, Scenic America

Mark Falzone was selected to serve as President of Scenic America in April 2017. Prior to Scenic America, he served as Deputy Director of the National Immigration Forum, and before that was a five-term elected member of the House of Representatives in Massachusetts. As a member of the National Conference of State Legislatures he was twice elected to the Executive Committee by his peers. Mark holds a Bachelor of Arts degree from Boston College and a Master of Public Administration degree from the Harvard University John F. Kennedy School of Government.

Questions for Scenic:

1. We know Scenic America doesn’t like billboards—are there any other issue priorities for your organization?
2. What does Scenic America look for or expect from OAC professionals regarding billboard control?
3. I know this may be going out on a limb, but would Scenic be willing to work with the billboard industry to find areas where they can work together?
4. Is the Bonus Program passé? If we got rid of it, would that lead to proliferation?
5. Can you describe what is in S. 349, the bill to restart the National Scenic Byways Program?
Joi Singh, National Program Lead for Outdoor Advertising, FHWA

Joi Singh serves as National Program Lead for Outdoor Advertising and Junkyard Control, and as Realty lead for Environmental Justice and Civil Rights for the Federal Highway Administration. Prior to joining the FHWA team, Joi worked as Federal Projects Manager for a national consulting firm, as Realty Manager for the District Department of Transportation in Washington, DC, and as an attorney in private practice (licensed to practice in Maryland and New Jersey). A native Floridian, Joi enjoys international travel, motivational speaking, and spending time with her husband and two children.

Questions for FHWA:

1. What personnel changes have taken place within FHWA’s Office of Real Estate Services since our last meeting?
2. What are the hottest topics in OAC nationwide, and what guidance can you share in relationship to those issues?
3. What is the current process for revising the Federal State Agreement? Is it possible to alter that process to make it more user friendly?
4. What should a State do if they are having trouble working with their Division Office?
5. How can a State go about getting out of the Bonus Agreement?
6. What does FHWA look for or expect from OAC professionals regarding billboard control?