



The first Spanish governor of *La Florida* was Pedro Menéndez de Avilés, who founded the first permanent European settlement at St. Augustine and was appointed *adelantado* or governor in 1565.¹ The first American governor of Florida was Andrew Jackson, who was named military governor of the Florida Territory in 1821, after the United States acquired Florida from Spain.² Since then, there have been over fifty governors of Florida, from Andrew Jackson, to our current governor, Rick Scott.

But only one governor of Florida came from Tampa — Governor Bob Martinez. The Senior Counsel Section was honored to welcome Governor Martinez as the featured speaker at its October 2017 luncheon.

A true son of Tampa, Bob Martinez was born on Christmas day in Tampa. His mother worked as a seamstress in Ybor City; his father served as a waiter at the legendary Columbia Restaurant. Martinez graduated from the University of Tampa and then taught civics in high schools in Hillsborough County. After earning a master's degree in labor and industrial relations from the University of Illinois in 1964, he returned to teach economics at his

alma mater, the University of Tampa. He also operated Café Sevilla restaurant in Ybor City, known for the best paella in town.

Martinez became the 54th mayor of Tampa in 1979 and the 40th governor of Florida in 1987. In 1991, President George H. W. Bush named him the Director of the Office of National Drug Control Policy (Drug Czar). He currently serves as a senior policy advisor at Holland & Knight.

At the Senior Counsel luncheon in October, Martinez discussed the “business of politics,” contrasting 20th Century politics with 21st Century politics. He related how he began in politics in 1966, when, as the executive director of the Hillsborough Classroom Teachers Association, he worked for the election of Governor Hayden Burns. He explained that in the “business of politics,” the customers are the voters.

In the 20th Century, the election business plan terminated on Election Day. Politicians used television broadcasts, newspaper advertisements, and direct mail. There were few, if any, political consultants — and there were no Political Action Committees (PACs) to help fund a campaign. Early voting days did not exist; and there



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were no mail-in ballots — only absentee ballots. At the end of the election cycle, you closed your business.

In the 21st Century, the business model has changed dramatically. Some candidates never stop campaigning, even after Election Day. Newspaper advertisements are more

sophisticated, but often more brutal. Cable television ads, which are more targeted and less expensive, have replaced broadcast television, which often included broadcasting outside of the election area. Now political parties are less important, as every candidate has his own PAC.

The lawyers and judges in attendance were delighted to receive the wisdom and insights of our own son of Tampa, former Governor Bob Martinez. We look forward to seeing our fellow HCBA members at future Senior Counsel luncheons.

¹ Charlton W. Tebeau, *A History of Florida*, 32-34, (University of Miami Press 1971)

² *Id.* at 117-118.

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