

# CEOs Inspired by the Fountain of Youth Want to Evolve Tampa Bay's Brand

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The *Tampa Bay Business Journal's* Editor's Note discussed the creation of the Fountain Institute, a two-day symposium that will be held in the Spring of 2018 in Tampa Bay. The event will bring speakers together to discuss arts, healing therapies, and medicine. The event will take place the evening of Friday, March 23, at the Dali Museum, and Saturday, March 24, at the Straz Performing Arts Center. The institute is a name only and concept that was developed this year between Hank Hine, executive director at the Dali Museum; Judy Lisi, president and CEO of the David A. Straz Jr. Center for the Performing Arts; Jonathan Ellen, president and physician-in-chief at Johns Hopkins All Children's Hospital; and Gary L. Sasso, president and CEO at Carlton Fields. All inspired by the notorious "Fountain of Youth," their vision is on "rebirth and rejuvenation," to take a new approach to branding Tampa Bay. Editor Alexis Muellner wrote, "Start thinking about it and it makes sense. Tampa Bay's health care and life sciences sectors are some of its strongest assets, as is the evolving arts and culture scene." Sasso told Muellner, "It's not something we plan to do to people, it's something we hope to engage people in doing. The takeaway is to shape the way people think about Tampa Bay." [Read the article.](#)

## Featuring

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Gary L. Sasso

