

# Application for Service

## Profile

Lawrence

First Name

D

Middle Initial

Kaplan

Last Name

2299 Ibis Isle Road

Home Address

Suite or Apt

Palm Beach

City

FL

State

33480

Postal Code

kaplannyc@gmail.com

Email Address

Mobile: (917) 679-4000

Primary Phone

Alternate Phone

## Which Boards would you like to apply for?

Shore Protection Board: Submitted

Question applies to multiple boards

**I am a resident of the Town of Palm Beach (Initial below)**

LDK

Question applies to multiple boards

**Please attach proof of Town of Palm Beach residency. Failure to attach proof of residency shall be grounds to reject your application. Proof of residency shall be either a copy of your Florida's Driver's License matching the address of your residence as shown on this application, a copy of a utility bill in your name at the residence address shown on this application, or by providing an original, fully executed and notarized Declaration of Domicile with this application.**

Question applies to multiple boards



verified - PGG 9/13/24

Please upload proof of residency

Investor, Board Member

Occupation

## In what area of town do you live?

South

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## Interests/Experience

Question applies to Shore Protection Board

### Why are you interested in serving on the Shore Protection Board?

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I have resided in Palm Beach full time since March 2020. I would greatly appreciate the opportunity to provide my time and efforts to support the great work being done by the Shore Protection Board. My family lives on the intercoastal, I have first hand knowledge of issues which are currently affecting our intercoastal. In the past three years, I have attended and participated in Shore Protection Board meetings, and am confident I could make a meaningful contribution. I am particularly interested in devoting time to the protection of our shoreline for Palm Beach families and visitors and helping to explore emerging shore protection tactics as well as develop proactive plans to manage and protect our shoreline.

Question applies to Shore Protection Board

### How many meetings of the Shore Protection Board have you attended in the last year?

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3

### Please indicate if there are any periods of time for which you will be unavailable for meetings.

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- Dec 20 to Dec 28, 2024 (Xmas) - Jan 15 to Jan 20, 2025 - Mar 13 to Mar 28, 2025 (PBDA Spring Break)

Question applies to multiple boards

### If you have served on any boards/commissions/committees in the Town of Palm Beach or elsewhere, please list them and include details such as length of service, attendance record, etc.

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Company boards (Bart Halpern Inc., 25+ years and current, Pride + Groom, 3+ yrs and current, Lightbomber LLC, 5 yrs, 24th Letter LLC, 4 years) - excellent attendance NYC condo boards (76 Madison Ave - 4 yrs, 93 Worth Street - 3 yrs, 270 Broadway - 6 yrs) - excellent attendance Aspen condo board (Woodrun V - 2 yrs) - excellent attendance Charity (Seeds of Peace, Meals on Wheels, American Red Cross)

Question applies to Shore Protection Board

### Please list your qualifications specifically relevant to shore protection, including any degrees or certifications you possess.

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I have attended and participated in PB Shore Protection Board meetings for several years. I have gained considerable knowledge about coastal management and beach nourishment. Given the location of my primary residence in Palm Beach, I have also studied sea level rise and storm surge protection.

Question applies to Shore Protection Board

**Please describe your experience with the design and/or construction of coastal protection projects.**

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Again, my attendance at many prior Palm Beach Shore Protection Board meetings has enabled me to learn a great deal about various strategies currently in use to protect our shoreline. I remain committed to learning more about how to leverage coastal habitats, and mangrove and marsh projects to address coastal protection.

Question applies to Shore Protection Board

**Please describe any particular knowledge or experience you may have regarding alternative or emerging shore protection technology or coastal management processes.**

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I am committed to learning more about remote sensing and monitoring, 3D mapping and modeling, and emerging technologies for reef conservation.

**Are you a member of any of the following organizations? (Check all that apply)**

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- Palm Beach Civic Association
- Citizens' Association of Palm Beach
- Preservation Foundation of Palm Beach

**Present Occupation**

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Investor, Board Member

**No. of years**

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5

**Past occupation(s)**

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Financial Analyst - Investment Banking (M&A) Head of Business Development, Anchor - Television President and Group Publisher - Publishing Managing Director, President and Founder - Internet

**No. of years**

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25

**Please provide details regarding your educational background:**

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University of Pennsylvania, BA Wharton School, MBA Lauder Institute, MA

[Lawrence\\_Kaplan\\_-\\_BIO\\_.pdf](#)

Upload a Resume

**Have you ever been convicted or pled guilty or nolo contendere to a crime other than minor traffic violations?**

Yes  No

**If you are currently serving on a Town board, commission, or committee, please identify in the space below and check the "I Agree" box indicating that you will resign from that position if you are appointed to the position you are seeking in this application.**

**I agree that I will resign from the board, commission, or committee if I am appointed to the position I am seeking in this application.**

I Agree

**To enable Town Council to consider potential conflicts of interest, please list the family members who live and/or work in the Town of Palm Beach, including your spouse, parents, siblings or children.**

Bart Halpern (spouse) Grayson Kaplan (child) Hunter Kaplan (child) Laurie Kaplan (parent)

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## **Demographics**

Some boards and commissions require membership to be racially, politically or geographically proportionate to the general public. The following information helps track our recruitment and diversity efforts.

### **Ethnicity**

Caucasian/Non-Hispanic

### **Gender**

Male

### **Physically Disabled**

Yes  No

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**I hereby certify that I have read the sections of the Town Code of Ordinances for the particular board/commission/committee that I have selected above and have noted the description of the board/commission/committee and its members' duties, and further I have read the regulations concerning absences and conflicts of interests. I certify the information given by me is true and complete to the best of my knowledge and belief. I understand that any falsification of material facts will be grounds for rejection of this application of dismissal after appointment.**

I Agree

Question applies to Shore Protection Board

***Please attach proof of Town of Palm Beach residency (as listed above) with this application.***

**Please note that Board/Commission applications will expire on December 15 each year.**

**SHORE PROTECTION BOARD**

The Shore Protection Board acts in an advisory capacity and makes recommendations to the Town Council in matters relating to shore protection, coastal management, beach nourishment, coastal armoring, the sand transfer plant, and matters relating to the Town's Lake Worth lagoon shoreline. The scope of the Board shall include long term planning, budgeting, lobbying, public education, and intergovernmental coordination. Members of the Board shall possess knowledge of or interest in shore protection, coastal management, and/or beach nourishment. The Board shall be composed of seven members to be appointed by the Town Council. Members of the Board shall serve for terms of three years. Each member of the Board is required to be a resident of the Town of Palm Beach, except that one member of the Board may be a non-Town resident who possesses specific knowledge or skills directly related to shore protection, coastal management, and beach nourishment. The Board shall hold at least four meetings per year and more if deemed necessary.

## LAWRENCE KAPLAN

Lawrence Kaplan currently focuses on personal investment and serves on early-stage company and condo boards. He also contributes time to the University of Pennsylvania as well as his sons' elementary schools in Palm Beach.

Kaplan has 25+ years of experience in managing media organizations in television, print and the Internet, as well building startups. He formerly operated Ellipse Media Advisory in New York City which provided business and advisory services for luxury, design and financial clients.

Prior to his advisory work, Kaplan held senior roles at Primedia (Channel One Television Network), Time Warner (AOL), LTB Media (*Art + Auction, Modern Painters, Culture & Travel*) and Forbes (Forbes Traveler and Forbes Autos). He also successfully launched start-ups: Entertainment Productions, a London-based television production company; Susan Lazar, a NYC-based women's sportswear company; Visionaire, a Brooklyn-based manufacturing concern; and 24th Letter, a modern-day members club facilitated by mobile technology. Kaplan successfully exited from 24th Letter following its acquisition by CurtCo Robb Report Media.

Kaplan holds an MBA in Marketing and Finance from the Wharton School, an MA in International Management from the Lauder Institute, and a BA in History from the University of Pennsylvania.

He is an avid swimmer, tennis player, golfer and skier. He resides in Palm Beach with his family.