



## **The Viera Company Announces Forthcoming Retirement of President Stephen Johnson**

*Subsequent to a notable 29 year career, The Viera Company announced today that President Steve Johnson will retire in August 2018.*

For Immediate Release

**Viera, FL - March 29, 2018** –The Viera Company announced today the approaching retirement of President Steve Johnson on August 31, 2018. Assuming Johnson’s responsibilities for The Viera Company will be Todd J. Pokrywa, Senior VP land use planning & development as of September 1, 2018.

“Steve is respected in the community, appreciated by our lenders and will be missed by his fellow employees. During his tenure as president, he realized the expansion of our Development of Regional Impact (DRI) to encompass the balance of our Cocoa Ranch, helped us launch Viera Builders, and championed the coving concept in Viera,” stated Bart Weeks, chief operating officer for A. Duda & Sons, Inc., parent corporation to The Viera Company. “He fostered a workplace culture of consensus and collaboration and provided steady leadership during the recession. In his place, we are pleased to have Todd Pokrywa assume leadership of The Viera Company. Todd is highly capable and proven, with a background in planned communities including Lakewood Ranch and Viera.”

Johnson joined The Viera Company in 1989 and served as The Viera Company’s president from 2005 – 2018. Johnson initially joined The Viera Company as a financial analyst and rose through the ranks as a division vice president and chief operating officer before becoming president. During his time as president, the master-planned community of Viera grew from an estimated 14,000 residents to over 23,000 residents today.

As President of The Viera Company, Johnson was repeatedly recognized by the community for his dedication and strong leadership over the years and his involvement with the Home Builder and Contractors Association of Brevard, as an Economic Development Council board member and as an active member of the Civilian Military Council.

“In the early days, I remember having to explain what Viera was and where it was located within Brevard County. I recall my answer being met with puzzled faces, but now that’s not a problem. People know what Viera is, where we are and what we have to offer,” stated Johnson. “I’m extremely proud to have been part of the Viera team over the last 29 years. It has been a true pleasure to work with such a dedicated group of people on creating such a thriving community and I’m excited to see Todd and the rest of the team take it to the next level.”

Over the past four years, Pokrywa has been working side-by-side with Johnson. Having written his thesis on the master-planned community of Viera and with 23 years in the land planning and development field, including previous experience overseeing long range and strategic planning at the master-planned community of Lakewood Ranch, Pokrywa came to The Viera Company for the purpose of eventually transitioning to president of the company. As part of the succession plan, Pokrywa has been slowly assuming many of Johnson’s responsibilities over the years in the business, community and with government relations to ensure a smooth transition.

Pokrywa remarked, “I have observed Viera grow into the vibrant community it is today from the time I was a student who chose to study the benefits of the plans for the new town as the topic for my thesis while attending Canada’s University of Waterloo in the early nineties. I am incredibly grateful for the guidance Steve has provided me since he gave me the opportunity to have a role in shaping the future of the master-planned community of Viera. I am enthusiastic about continuing to build on Steve’s legacy when he passes me the baton to lead the great team at The Viera Company in passionately pursuing the vision for the master plan unveiled in 1989.”

Johnson will retire from The Viera Company after 29 years of service on August 31, 2018, at which point Pokrywa will assume the role as president of The Viera Company. Johnson’s continuous devotion to the community of Viera has helped shape it into the top 25 best-selling master-planned community in the country that it is today. A. Duda & Sons, Inc. and The Viera Company will be forever grateful for his service.

### **About The Viera Company**

The Viera Company, a wholly-owned subsidiary of A. Duda & Sons, Inc., manages commercial and residential development of Duda’s non-agricultural property and is the developer of the master-planned community of Viera in Brevard County, Florida. The company’s integrated real estate operations include Viera Realty, Viera Builders, Viera Commercial Properties and the Duran Golf Club. The mission of The Viera Company is to create vibrant, livable communities that are built with faith, integrity and thoughtful stewardship of the land. For more information, visit [www.viera.com](http://www.viera.com).

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