

Florida Trend Celebrates 20 Years of Its Acclaimed Icon Feature with Inaugural Florida Trend ICON Special Edition.

Commemorative publication showcases the stories and lasting legacies of 60 of Florida's most influential business leaders.

ST. PETERSBURG, FL, UNITED STATES, August 14, 2026 /EINPresswire.com/ -- [Florida Trend](#), the state's leading business publication, proudly announces the release of the inaugural Florida Trend [ICON](#), a special commemorative edition celebrating two decades of one of the magazine's most distinctive editorial features.

The logo for Florida Trend ICON. "Florida Trend" is in a black, sans-serif font. "ICON" is in a large, bold, red, sans-serif font.

Since its debut in 2006, the Florida Trend Icon series has profiled more than 240 remarkable Floridians whose vision, innovation and leadership have helped shape the state's business community and economy. Unlike traditional profiles, each Icon story is told in the subject's own words, offering readers an authentic and deeply personal perspective on the experiences, decisions and values that defined their lives and careers.

The inaugural Florida Trend ICON edition brings together 60 of the most influential individuals ever featured in the series. Selected by the magazine's editorial team, the collection recognizes leaders whose achievements have transformed industries, strengthened communities and left a lasting imprint on Florida's business landscape.

"When you think about what defines an icon, it's someone whose influence extends far beyond their personal success," said David Denor, President and Publisher of Florida Trend. "These leaders changed organizations, inspired others and helped shape the Florida we know today. Their stories continue to offer valuable lessons for current and future generations of business leaders."

The Icon feature was conceived of 20 years ago by former Florida Trend Executive Editor Mark Howard as a way to preserve the wisdom and perspective of accomplished Floridians later in

their careers. Inspired by Esquire magazine's celebrated "What I've Learned" format, the concept quickly evolved into one of Florida Trend's most recognized and enduring editorial franchises.

"Icon remains rooted in the idea Mark Howard had two decades ago: that there is something valuable about listening to people who have spent a lifetime building, leading, creating and enduring — and giving them the space to tell their stories in their own voices," said Executive Editor Amy Keller. "In the news business, very few ideas last 20 years — but this one has, and their stories still have plenty left to teach us."

The first Icon profile featured entrepreneur Wayne Huizenga, whose businesses, including Waste Management and Blockbuster, helped redefine multiple industries. Since then, the series has chronicled the lives and insights of executives, entrepreneurs, innovators, educators, philanthropists and civic leaders from across Florida.

A defining characteristic of the series is its conversational format. Rather than relying on traditional biography, each interview allows readers to hear directly from the featured individual, creating candid narratives that reveal both professional accomplishments and personal reflections. Producing each profile requires extensive preparation, thoughtful interviews and careful editing to preserve the subject's unique voice.

Throughout the special edition, readers will discover stories of resilience, innovation, perseverance and leadership. Collectively, these profiles celebrate extraordinary achievement while reflecting the entrepreneurial spirit that has driven Florida's growth and continues to shape its future.

For more information about Florida Trend ICON or to purchase a copy, visit FloridaTrendICON.com.

About Florida Trend

For more than six decades, Florida Trend has been Florida's premier statewide business publication, delivering award-winning journalism, in-depth reporting and trusted analysis on the people, companies and economic trends shaping the state's future. Through its magazine, special publications, events and digital platforms, Florida Trend provides business leaders with the information and insights they need to succeed.

Connie Greenblatt

Florida Trend

cgreenblatt@floridatrend.com

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