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## 2018 Florida Economic Development Conference AGENDA

### Monday, May 21

- 12 – 4 Exhibitor, Silent Auction Setup and Registration Opens
- 4 – 5:30 FEDC Board Meeting
- 6 – 7:00 Southwest Airlines Welcome Reception and Conference Kickoff
- Welcome by Jennifer Taylor, Conference Chair
  - Welcome to Fort Myers by Pamela Johnson, Interim Director, Lee County Economic Development and Board Member of Southwest Florida EDA
  - Introduction of Conference Emcee by Jennifer Taylor: Kimberly Merkel, Expansion Solutions Magazine

\*\*\*\*Dinner On Your Own\*\*\*\*

### Tuesday, May 22

- 7:00 Breakfast Table Topics and Table Hosts *Sponsored by Bronze Sponsors: Gulf Power, Lee County, GIS Planning, FL SBDC Network*
- Manufacturing & Logistics: June Wolfe, FL Makes and Rashard Howard, CSX
  - Talent Solutions: Kim Bodine, CareerSource Gulf Coast and Jennifer Conoley, Gulf Power
  - #SocialMedia: Colleen Walton, Brand Acceleration and Cheryl Kirby, FL SBDC Network
  - Infrastructure: Steve Landau, EDR Group and Denise Imbler, FL Regional Councils Association
  - Global Trade and FDI: Javier Marin, CFDC and Brent Barkway, Pinellas EDC and Steve Jast, ROI
  - Achieving your CEcD: Laura Gambino, CEcD and Dana Crater, IEDC
  - BR & Entrepreneurship: Tammie Sweet, GrowFL and Tom O'Neal, UCF Office of Research
  - Business Growth: Eileen Rodriguez, USF SBDC and Stuart Rogel, Graylan Ventures
  - Lead Generation: Joel Gunter, EFI, Scarlett Phaneuf, PowerSouth, Danielle Pickard, FPL
  - Site Readiness: Victor Leotta, Leotta Location & Design and Marc Hoenstine, Duke Energy
  - RFP Best Practices: Heather Shubirg, Orlando Economic Partnership and Trent Shaw, EFI
  - Rail as an #EcoDev Catalyst: Aubrey Brown, CSX and Mark Meyer, FL Central, Midland and Northern Railroads

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- Developing Rural Florida: Jeff Hendry, NFEDP
- 8:00 Welcome from Tim Vanderhoof, SVP of Business Development, Enterprise Florida, Conference Presenting Sponsor
- 8:05 Welcome from Crystal Stiles, FPL and FEDC Board Chair and Introduction of Carol Johnson
- 8:10 Plenary: Carol Johnson, Continuous Dialog
- 9:00 Future Makers panel moderated by Stuart Rogel, President, Graylan Ventures  
*Introduction by Carmen Mims, CareerSource Florida*
- 9:05 Southwest FL Regional Prosperity Agenda – Future Makers: Moderator: Stuart Rogel
  - Sarah Owen, President/CEO, SWFL Community Foundation and Board Member, SWFL EDA
  - Tessa LeSage, Director of Social Innovation & Sustainability, SWFL Community Foundation
  - Brent Kettler, En-Site
  - Michelle Zech, HR Business Partner, Lee Health
  - Mike Swindle, Director, Workforce & Adult Education, Hendry County Schools
 Hendry County Commissioner
- 10:00 Break by Team Volusia
- 10:15 CareerSource Florida Sectors Strategy Panel moderated by Andra Cornelius, CEcD, SVP Business & Workforce Development  
*Introduction by Marc Hoenstine, CEcD, Duke Energy*
- 10:20 Talent Development through Sector Strategies: Moderator, Andra Cornelius, CEcD
  - Michael Corbit, Director, Business Development, CareerSource Palm Beach County
  - Jim McShane, CEO, CareerSource Capital Region
  - Candace Moody, VP Communications, CareerSource Northeast Florida
- 11:00 Dr. Tom O’Neal, Associate Vice President of Research & Commercialization at the University of Central Florida  
*Introduction by Kelly Smallridge, BDB of Palm Beach County*
- 11:05 Plenary: Blueprint for an Innovation Economy
- 11:50 Break/Lunch sponsored by Silver Sponsors: The Corridor, Duke Energy, Research On Investment

12:00

Innovation in Marketing Awards Luncheon & Keynote Speaker: Neal Wade, Director of University of Alabama Economic Development Academy *Introduction by Sean Mallot, CFDC*

- Innovation in Marketing Awards
  - Ad Campaign
  - Single Ad
  - Direct Mail Campaign
  - External Publication
  - BRE Campaign
  - Special Event
  
- Deal of the Year Awards
  - Rural
  - Urban
  - Regional
  
- Dan Webster Young Innovator of the Year Award presented by The Corridor

1:15

Break

1:45

First Round of Breakout Sessions

- FDI in Florida: Understanding and Harnessing Opportunities - Steve Jast and Rebecca Moudry, Research On Investment *Introduction by Jennifer Conoley, Gulf Power*

*This session will highlight Florida's global foreign direct investment (FDI) position and emphasize opportunities and potential threats for Florida communities to attract and retain FDI. The presenters will share relevant FDI attraction and business outreach best practices in the age of intense competition and big data, drawing out the key elements of an FDI strategy for economic development organizations at every level.*

- Charting Your Career Journey – Todd Jorgenson, Managing Director & Principal, Jorgenson Consulting *Introduction by Keith Norden, CECD, Team Volusia*

*We know your career path isn't the easiest. You need a lethal combo of smarts, finesse, strategic thinking, and old-fashioned hustle to get the job done. Join Todd Jorgenson, executive search consultant, who will share tips on growing professionally, evaluating where you are in your career, and how to prepare yourself for the next opportunity. This and more will be covered. Join us!*

- The Explosion in New Data and What it Means for Economic Development - Ron Bertasi, GIS WebTech *Introduction by Trent Shaw, Enterprise Florida*

*As new data from sources like IoT and social media are exploding, businesses are finding creative ways to use this non-traditional data for location decisions. At the same time, leading economic development organizations are increasingly using customized, local data to address workforce and other issues. In this session, we will review these new data sources and how they are changing the game in economic development.*

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- Resources for Economic Recovery and Resiliency - Dana Crater, IEDC and Greg Vaday, US EDA *Introduction by Dyan Brasington, CEcD, Miami-Dade Beacon Council*

*This session will highlight resources available to assist communities and regions in restoring and building resilient economies. The first presentation will share an overview of the U.S. Economic Development Administration's (EDA) mission, its role in advancing economic development through job creation and private sector investment in distressed communities and the disaster recovery resources EDA brings to bear to help communities and regions devise and implement long-term economic recovery strategies through a variety of non-construction and construction projects. The second presentation will highlight best practices in economic recovery and resiliency from communities around the United States and highlight the no-cost resources available to Florida communities by the International Economic Development Council (IEDC).*

- Florida Aviation Economic Impact Study – Todd Cox, FDOT, Jon Sewell, Kimley-Horn, and Steven Landau, EDR Group *Introduction by Alvin Jackson, PhD, Suwannee County EDC*

*Florida's significant aviation industry represents an annual economic impact of \$144 billion to our state's economy. The Florida Department of Transportation, Aviation and Spaceports Office (FDOT-ASO), undertakes this significant study to estimate these impacts every five years. This session will provide an overview of how this study is being completed including a discussion about how a unique set of case studies that are being developed that will tell the story of aviation in Florida! This study is utilizing a unique data collection technique along with the IMPLAN economic model to calculate Florida's aviation impacts at the statewide as well as the individual airport levels. The project team is being led by the FDOT-ASO in cooperation with Kimley-Horn and Associates, Inc. and Economic Development Research Group.*

- The Entrepreneurial Operating System: Are you running your business or is it running you? – Ross Gibbs, HEI Traction (THIS BREAKOUT IS BEING HELD ONCE FROM 1:45 TO 4:00 AS A WORKSHOP) *Introduction by Tammie Sweet, GrowFL*

*If you are the owner, leader or manager of an entrepreneurial organization who wants to see your business consistently run better and grow faster, Ross Gibbs and EOS can help you and your team simplify, clarify and achieve your vision.*

2:45 Sponsored Break by JAXUSA Partnership

3:00 **Second Round of Breakout Sessions (Repeated – see descriptions above)**

4:00 Afternoon Break

6:00 Silent Auction Reception sponsored by the Diamond Sponsors: UCF, GrowFL, FPL, CareerSource Florida

7:00 Eunice Sullivan and Toni Jennings Awards Dinner presented by Enterprise Florida

- Welcome – Kimberly Merkel (emcee)
- Remarks – David Doty, Senior Manager of Commercial Planning, Southwest Airlines *Introduced by Jennifer Taylor, CFDC, Conference Chair*
- Dinner is served
- History of Toni Jennings Workforce Development Professional of the Year Award – Bruce Ferguson, CEO, CareerSource Northeast (Past Honoree)
- Introduction of Toni Jennings Workforce Development Professional of the Year Award Winner – Kathleen Woodring, CareerSource Citrus Levy Marion, 2017 Honoree
- 2018 Honoree Remarks
- History of Eunice Sullivan Economic Development Professional of the Year Award – Pete Tesch, CEO, Economic Development Council of St. Lucie County (Past Honoree)

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- Introduction of Eunice Sullivan Economic Development Professional of the Year Award Winner – Crystal Sircy, Orlando Economic Partnership, 2017 Honoree
- 2018 Honoree Remarks
- Closing Remarks – Tim Vanderhoof, EFI and Kimberly Merkel (emcee)

**Wednesday, May 23**

- 7:45 Breakfast with Exhibitors
- 8:30 Welcome and Introduction of opening plenary by Jennifer Taylor, Conference Chair and VP of Business Development, Central Florida Development Council
- 8:35 Site Location Consultants Panel: Moderator, Tim Vanderhoof, SVP, Enterprise Florida
- Allea Newbold, Principal Florida, Ryan
  - Rob Sitterley, Principal, Merit Advisors
  - Gray Swoope, President & CEO, VisionFirst Advisors
- 9:30 Legislative Panel on Economic Development: Moderator, Mark Wilson, President, Florida Chamber *Introduction by Tim Vanderhoof, Enterprise Florida*
- Senator Wilton Simpson, District 10, Majority Leader
  - Representative Joe Gruters, District 73
- 10:30 Partnership for Florida’s Prosperity Panel: Moderator, Mike Myhre, CEO, FL SBDC Network *Introduction by Jerry Mallot, JAXUSA Partnership*
- Mark Wilson, FL Chamber
  - Michelle Dennard, CareerSource FL
  - Greg Britton, DEO
  - Pete Antonacci, EFI
  - Beth Kirkland, CEcD, FEDC
- 11:30 FEDC Annual Meeting
- Call to Order C. Stiles
  - Nominating Committee Report C. Chambers
  - Chair Remarks C. Stiles
- 11:55 Final Southwest Airlines Exhibitor Passport Drawing
- 12:00 Adjourn