



**2019 Florida Economic Development Conference**  
**Presented by: Enterprise Florida, Inc.**  
**Hammock Beach Resort Palm Coast, FL**  
**May 20 – 22, 2019**

**\*\*\*AGENDA is subject to changes\*\*\***

**Monday, May 20**

2 – 3:30	GrowFL and Florida Trend Cool & Refreshing Hospitality	<i>Hotel Lobby</i>
12 – 4	Exhibitor, Silent Auction Setup and Registration Opens	<i>Ocean Ballroom Pre-Function</i>
4 – 5:30	FEDC Annual Meeting	<i>Flagler/Crescent</i>
6 – 7:30	Southwest Airlines Welcome Reception	<i>Grand Event Lawn</i>

\*\*\*\* Dinner on your own - Dine Arounds \*\*\*\*

**Tuesday, May 21**

7:00	Breakfast with the Exhibitors	<i>Ocean Ballroom Pre-Function</i>
7:45	Welcome <ul style="list-style-type: none"> <li>• Jennifer Taylor, 2019 Conference Chair, VP Business Development, Central Florida Development Council</li> <li>• Flagler County Commissioner</li> <li>• Jamal Sowell, CEO, Enterprise Florida</li> </ul>	<i>Ocean Ballroom</i>
8:00	Automation, Big Data, Robots, Artificial Intelligence, Internet, Jobs, & Economic Development <ul style="list-style-type: none"> <li>• Anatalio Ubalde, MCP, FM, Managing Director and Co-Founder of GIS Planning</li> <li>• Jon Roberts, Principal, TIP Strategies</li> </ul>	<i>Ocean Ballroom</i>
9:00	Trends in International Business Development <ul style="list-style-type: none"> <li>• Alan Stevenson, VP Client Solutions North America, OCO Global</li> </ul>	<i>Ocean Ballroom</i>
10:00	Break	<i>Ocean Ballroom Pre-Function</i>
10:15	Florida Partners in Prosperity – Crystal Stiles, FPL, FEDC Chair <ul style="list-style-type: none"> <li>• Jamal Sowell, CEO, Enterprise Florida</li> <li>• Michelle Dennard, CEO, CareerSource Florida</li> <li>• Ken Lawson, Executive Director, Department of Economic Opportunity</li> </ul>	<i>Ocean Ballroom</i>

- Tony Carvajal, Executive Director, Florida Chamber Foundation
- Mike Myhre, CEO, Florida SBDC Network
- Maria Grulich, Florida Realtors

11:30 Innovation in Marketing Awards Luncheon featuring Deals of the Year and Dan Webster Young  
 Innovators of the Year *Center Courtyard (Atlantic  
 Ballroom - weather back-up)*  
 Keynote: Craig Richard, CEcD, CEO, Tampa-Hillsborough EDC and Past Chair of IEDC

1:15 Break *Ocean Ballroom Pre-Function*

1:30 First Round of Breakout Sessions

- **Managing EDOs – *Surf***  
 Leveraging your CRM to Better Serve the Customer and Create ROI – Andra Cornelius, CEcD, CareerSource Florida
  - Erik Dunnigan, Managing Director, Coastal Cloud Midwest & Economic Development Solutions
  - Nathan Roberts, MIS Director, CareerSource Florida
  - Melanie Moore, Sr. Director of Business Intelligence, JAXUSA Partnership
  - Sherry Ambrose, FPL
- **Talent Development – *Harbor***  
 LinkedIn Learning Insights – Joey Zumaya, Public Sector Leader
  - Jennifer Lee, LinkedIn, State & Local Government
  - Jim McShane, MPA, CEO, CareerSource Capital Region
  - Dan McGrew, General Manger, Dynamic Workforce Solutions
- **Business Retention & Expansion – *Galleon***  
 Increasing Productivity in Florida’s Manufacturers – Kevin Carr, CEO, FloridaMakes
  - Tammie, Sweet, Director, GrowFL
  - Matt Chesnut, CEcD, Space Florida
  - Fran Korosec, Bridg
  - Tina Berger, Florida Makes
- **Infrastructure – *Matanzas***  
 A Catalyst for Economic Development - Nick Harwell, ICMA, FDOT Aviation Program Manager
  - Economic Impact of Florida Airports – Gene Conrad, Director, Lakeland Linder International Airport
  - FDOT Aviation Division – Business Suitability Tool for Airports
  - Zephyrhills Municipal Airport Site Readiness – Danielle Ruiz, Duke Energy
  - Erin Gillespie – Opportunity Zones near Florida’s Airports and Seaports
- **Marketing – *Clipper***  
 Interactive Session to Perfect Your Elevator Pitch - \_\_\_\_\_
  - Alissa Sklar, Ph.D., VP of Marketing, GIS Planning | Financial Times
  - Stevie Field-Chavez, VP of Sales, GIS Planning | Financial Times
  - Brian Aiken, Neon Cloud Productions
- **Community Development – *St. Augustine***  
 The Impact of Holistic Economic Development – Brian Rademacher, CEcD, Director of Economic Development, City of Ormond Beach
  - A Fresh Perspective on the Town Square – Colin Groff, P.E., Asst. City Manager, City of Boynton Beach
  - Engaging and Empowering the A.L.I.C.E population – Mike Finney, President & CEO,

Miami-Dade Beacon Council

- Investing in Rural Florida – Edward Dean, City of Greenville in Madison County
- Using Labor Market Intelligence to build your economy - EMSI

2:30	Break	<i>Ocean Ballroom Pre-Function</i>
2:45	Second Round of Breakout Sessions (Repeated)	
4:00	Afternoon Break On Your Own	
6:00	Silent Auction Reception	<i>Ocean Ballroom Pre-Function</i>
7:00	Eunice Sullivan and Toni Jennings Awards Dinner presented by Enterprise Florida	<i>Ocean Ballroom</i>

**Wednesday, May 22**

7:00	Breakfast with Exhibitors	<i>Ocean Ballroom Pre-Function</i>
8:00	Perspectives on the Global Economy <ul style="list-style-type: none"><li>• John Lonski, Managing Director &amp; Chief Economist, Moody's Analytics</li></ul>	<i>Ocean Ballroom</i>
8:50	Research, Innovation and Entrepreneurship through Icorps - Tom O'Neal, Ph.D. AVP, Office of Research, University of Central Florida <ul style="list-style-type: none"><li>• Florida Atlantic University</li><li>• University of South Florida</li><li>• University of Central Florida</li></ul>	<i>Ocean Ballroom</i>
9:50	Break	<i>Ocean Ballroom Pre-Function</i>
10:00	Engaging and Impactful Utility Partnerships – Gray Swoope, President & CEO, VisionFirst Advisors <ul style="list-style-type: none"><li>• Marc Hoenstine, CECD, Duke Energy</li><li>• Crystal Stiles, Florida Power &amp; Light</li><li>• Rick Byars, Gulf Power</li><li>• Laura Crouch, TECO</li></ul>	<i>Ocean Ballroom</i>
11:00	Site Location Consultants Panel – Tim Vanderhoof, SVP, Enterprise Florida <ul style="list-style-type: none"><li>• Gray Swoope – Vision First Advisors</li><li>• Jeff Troan – Ryan</li><li>• Win Williamson - EY</li></ul>	<i>Ocean Ballroom</i>
11:55	Final Southwest Airlines Engagement Drawing	<i>Ocean Ballroom</i>
12:00	Adjourn	
12:15	JOINT LUNCHEON: FEDC Board of Directors and CareerSource Florida Board of Directors	