



**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	<p>Innovation in Marketing Awards Luncheon featuring Deals of the Year and Dan Webster Young Innovators of the Year <i>Center Courtyard (Atlantic Ballroom - weather back-up)</i></p> <p>Keynote: Craig Richard, CEcD, CEO, Tampa-Hillsborough EDC and Past Chair of IEDC</p>	<i>Center Courtyard (Atlantic)</i>
1:15	Break	<i>Ocean Ballroom Pre-Function</i>
1:30	<p>First Round of Breakout Sessions</p> <ul style="list-style-type: none"> <li>• <b>Managing EDOs – <i>Surf</i></b> Leveraging your CRM to Better Serve the Customer and Create ROI – Andra Cornelius, CEcD, CareerSource Florida <ul style="list-style-type: none"> <li>• Erik Dunnigan, Managing Director, Coastal Cloud Midwest &amp; Economic Development Solutions</li> <li>• Nathan Roberts, MIS Director, CareerSource Florida</li> <li>• Melanie Moore, Sr. Director of Business Intelligence, JAXUSA Partnership</li> <li>• Sherry Ambrose, FPL</li> </ul> </li>   <li>• <b>Talent Development – <i>Harbor</i></b> LinkedIn Learning Insights – Joey Zumaya, Public Sector Leader <ul style="list-style-type: none"> <li>• Jennifer Lee, LinkedIn, State &amp; Local Government</li> <li>• Jim McShane, MPA, CEO, CareerSource Capital Region</li> <li>• Dan McGrew, General Manger, Dynamic Workforce Solutions</li> </ul> </li>   <li>• <b>Business Retention &amp;Expansion – <i>Galleon</i></b> Increasing Productivity in Florida’s Manufacturers – Kevin Carr, CEO, FloridaMakes <ul style="list-style-type: none"> <li>• Tammie, Sweet, Director, GrowFL</li> <li>• Matt Chesnut, CEcD, Space Florida</li> <li>• Fran Korosec, Bridg</li> <li>• Tina Berger, Florida Makes</li> </ul> </li>   <li>• <b>Infrastructure – <i>Matanzas</i></b> A Catalyst for Economic Development - Nick Harwell, ICMA, FDOT Aviation Program Manager <ul style="list-style-type: none"> <li>• Economic Impact of Florida Airports – Gene Conrad, Director, Lakeland Linder International Airport</li> <li>• Business Suitability Tool for Airports - Zach DeVeau, Kimley-Horn</li> <li>• Zephyrhills Municipal Airport Site Readiness – Danielle Ruiz, Duke Energy</li> <li>• Opportunity Zones near Florida’s Airports and Seaports - Erin Gillespie, Madison Street Strategies</li> </ul> </li>   <li>• <b>Marketing – <i>Clipper</i></b> Interactive Session to Perfect Your Elevator Pitch - _____ <ul style="list-style-type: none"> <li>• Alissa Sklar, Ph.D., VP of Marketing, GIS Planning   Financial Times</li> <li>• Stevie Field-Chavez, VP of Sales, GIS Planning   Financial Times</li> <li>• Brian Aiken, Neon Cloud Productions</li> </ul> </li>   <li>• <b>Community Development – <i>St. Augustine</i></b> The Impact of Holistic Economic Development – Brian Rademacher, CEcD, Director of Economic Development, City of Ormond Beach <ul style="list-style-type: none"> <li>• A Fresh Perspective on the Town Square – Colin Groff, P.E., Asst. City Manager, City of Boynton Beach</li> </ul> </li> </ul>	

- 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 *Ocean Ballroom Pre-Function*

2:45 Second Round of Breakout Sessions (Repeated)

4:00 Afternoon Break On Your Own

6:00 Silent Auction Reception *Ocean Ballroom Pre-Function*

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

### **Wednesday, May 22**

7:00 Breakfast with Exhibitors *Ocean Ballroom Pre-Function*

8:00 Perspectives on the Global Economy *Ocean Ballroom*

- John Lonski, Managing Director & Chief Economist, Moody's Analytics

8:50 Research, Innovation and Entrepreneurship through Icorps - Tom O'Neal, Ph.D. AVP, Office of Research, University of Central Florida *Ocean Ballroom*

- Sudeep Sarkar, Ph. D., Professor and Chair, Computer Science and Engineering, USF Associate Vice-President for Special Programs
- Regina Gonzalez, Wave Program Coordinator, FAU Office of Research

9:50 Break *Ocean Ballroom Pre-Function*

10:00 Engaging and Impactful Utility Partnerships – Gray Swoope, President & CEO, VisionFirst Advisors

- Marc Hoenstine, CECD, Duke Energy *Ocean Ballroom*
- Crystal Stiles, Florida Power & Light
- Rick Byars, Gulf Power
- Laura Crouch, TECO

11:00 Site Location Consultants Panel – Tim Vanderhoof, SVP, Enterprise Florida

- Gray Swoope – Vision First Advisors *Ocean Ballroom*
- Jeff Troan – Ryan
- Win Williamson - EY

11:55 Final Southwest Airlines Engagement Drawing *Ocean Ballroom*

12:00 Adjourn

12:15 JOINT LUNCHEON: FEDC Board of Directors and CareerSource Florida Board of Directors