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  Cool & Refreshing Hospitality *sponsored by GrowFL and Florida Trend*  
*Hotel Lobby*

12 – 4  Exhibitor, Silent Auction Setup and Registration Opens  
*Ocean Ballroom Pre-Function*

4 – 5:30  FEDC Annual Meeting *sponsored by Graylan Ventures*  
*Flagler/Crescent*

6 – 7:30  *Southwest Airlines* Welcome Reception and  
*Grand Event Lawn*

*PoweringFlorida Putting Challenge featuring Florida Power & Light and Gulf Power*
- Kimberly Merkel, National Account Director, Expansion Solutions
- Dave Doty, Senior Manager, Commercial Planning, Southwest Airlines
- Crystal Stiles, Economic Development Director, Florida Power & Light
- Rick Byars, Regional Manager, Corporate External Affairs, Gulf Power

**** Dinner on your own - Dine Arounds – See FAQ and App for Recommendations ****

Tuesday, May 21

7:00  Breakfast with the Exhibitors *sponsored by Central FL Development Council and Research on Investment*  
*Ocean Ballroom Pre-Function*

7:45  Welcome  
*Ocean Ballroom*
- Crystal Stiles, Economic Development Director, Florida Power & Light
- Jennifer Taylor, 2019 Conference Chair, VP Business Development, Central Florida Development Council
- Donald O’Brien, Chair, Flagler County Commission and Flagler Department of Economic Opportunity
- Jamal Sowell, CEO, Enterprise Florida

8:00  Automation, Big Data, Robots, Artificial Intelligence, Internet, Jobs, & Economic Development  
*Ocean Ballroom*
- Anatalio Ubalde, MCP, FM, Managing Director and Co-Founder of GIS Planning
- Jon Roberts, Principal, TIP Strategies
9:00  Trends in International Business Development  
**Ocean Ballroom**  
- Gareth Hagan, Executive Director - Commercial, OCO Global

10:00  Break **sponsored by JAXUSA Partnership and Hamilton County Industrial Development Authority**  
**Ocean Ballroom Pre-Function**

10:15  Florida Partners in Prosperity – Crystal Stiles, FPL, FEDC Chair  
**Ocean Ballroom**  
- Mike Myhre, CEO, Florida SBDC Network  
- Tony Carvajal, Executive Director, Florida Chamber Foundation  
- Jamal Sowell, CEO, Enterprise Florida  
- Ken Lawson, Executive Director, Department of Economic Opportunity  
- Michelle Dennard, CEO, CareerSource Florida

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) sponsored by Gulf Power**  
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 – sponsored by Coastal Cloud**  
  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  
  - Melanie Moore, Sr. Director of Business Intelligence, JAXUSA Partnership  
  - Nathan Roberts, MIS Director, CareerSource Florida  
  - Sherry Ambrose, Economic Development Manager, Florida Power & Light

- **Talent Development – sponsored by Oco Global**  
  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 – sponsored by The Corridor**  
  Galleon  
  Increasing Productivity in Florida’s Manufacturers – Kevin Carr, CEO, FloridaMakes  
  - Tina Berger, Florida Makes  
  - Matt Chesnut, CEcD, Space Florida  
  - Fran Korosec, Bridg  
  - Tammie Sweet, Director, GrowFL

- **Infrastructure – sponsored by Duke Energy**  
  Matanzas  
  A Catalyst for Economic Development - Nick Harwell, ICMA, FDOT Aviation System/Program Development Manager  
  - Economic Impact of Florida Airports – Gene Conrad, Director, Lakeland Linder International Airport  
  - Business Suitability Tool for Airports - Zach DeVeau, Kimley-Horn  
  - Zephyrhills Municipal Airport Site Readiness – Danielle Ruiz, Duke Energy  
  - Opportunity Zones near Florida’s Airports and Seaports - Erin Gillespie, Madison Street Strategies
• Marketing – **sponsored by GIS Planning**
  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 – **Counterpointe Energy Solutions**
  St. Augustine
  The Impact of Holistic Economic Development – Brian Rademacher, CEcD, Director of Economic Development, City of Ormond Beach
  • Investing in Rural Florida – Edward Dean, City of Greenville in Madison County
  • 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
  • Using Labor Market Intelligence to build your economy – Tim Delcourt, EMSI

2:30 Break **sponsored by BDB of Palm Beach County and TECO Energy**

2:45 Second Round of Breakout Sessions (Repeated)

4:00 Afternoon Break On Your Own

6:00 Silent Auction Reception **sponsored by CareerSource Florida, Florida Power & Light, The Florida SBDC Network, UCF/GrowFL**

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

**Wednesday, May 22**

7:00 Breakfast with Exhibitors **sponsored by Babcock Ranch and City of Coral Springs**

8:00 Perspectives on the Global Economy
  • John Lonski, Managing Director & Chief Economist, Moody’s Investors Service

8:50 Site Location Consultants Panel – Tim Vanderhoof, SVP, Enterprise Florida
  • Gray Swoope – Vision First Advisors
  • Jeff Troan – Ryan
  • Win Williamson - EY

9:50 Break **sponsored by Miami-Dade Beacon Council and Charlotte County Economic Development**
10:00  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

11:00  Engaging and Impactful Utility Partnerships – Gray Swoope, President & CEO, VisionFirst Advisors  
* Ocean Ballroom  
  - Marc Hoenstine, CEcD, Duke Energy  
  - Crystal Stiles, Florida Power & Light  
  - Verdell Hawkins, Gulf Power  
  - Laura Crouch, TECO Energy

11:55  Final Southwest Airlines Engagement Drawing  
* Ocean Ballroom

12:00  Adjourn

12:15  LUNCHEON: FEDC Board of Directors and CareerSource Florida Board of Directors by invitation only  
* Flagler/Crescent