



**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 <i>sponsored by GrowFL and Florida Trend</i> | <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>sponsored by Graylan Ventures</i>                   | <i>Flagler/Crescent</i>            |
| 6 – 7:30 | <b>Southwest Airlines</b> Welcome Reception and                            | <i>Grand Event Lawn</i>            |

**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
- Rick Byars, Gulf Power

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

**Tuesday, May 21**

- |      |  |                                    |
|------|--|------------------------------------|
| 7:00 | Breakfast with the Exhibitors <i>sponsored by Central FL Development Council and Research on Investment</i>  | <i>Ocean Ballroom Pre-Function</i> |
| 7:45 | Welcome  | <i>Ocean Ballroom</i>              |
|      | <ul style="list-style-type: none"> <li>• Jennifer Taylor, 2019 Conference Chair, VP Business Development, Central Florida Development Council</li> <li>• Donald O’Brien, Chair, Flagler County Commission and Flagler Department of Economic Opportunity</li> <li>• Jamal Sowell, CEO, Enterprise Florida</li> </ul> |                                    |
| 8:00 | Automation, Big Data, Robots, Artificial Intelligence, Internet, Jobs, & Economic Development  | <i>Ocean Ballroom</i>              |
|      | <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>   |                                    |
| 9:00 | Trends in International Business Development   | <i>Ocean Ballroom</i>              |
|      | <ul style="list-style-type: none"> <li>• Gareth Hagan, Executive Director - Commercial, OCO Global</li> </ul>  |                                    |

- 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, CERP, 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** *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 – **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** *Ocean Ballroom Pre-Function*
  
- 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** *Ocean Ballroom Pre-Function*
  
- 7:00 Eunice Sullivan and Toni Jennings Awards Dinner *Ocean Ballroom*  
**presented by Enterprise Florida**

**Wednesday, May 22**

- 7:00 Breakfast with Exhibitors **sponsored by Babcock Ranch and City of Coral Springs** *Ocean Ballroom Pre-Function*
  
- 8:00 Perspectives on the Global Economy *Ocean Ballroom*
  - John Lonski, Managing Director & Chief Economist, Moody's Analytics
  
- 8:50 Site Location Consultants Panel – Tim Vanderhoof, SVP, Enterprise Florida
  - Gray Swoope – Vision First Advisors *Ocean Ballroom*
  - Jeff Troan – Ryan
  - Win Williamson - EY
  
- 9:50 Break **sponsored by Miami-Dade Beacon Council and Charlotte County Economic Development** *Ocean Ballroom Pre-Function*
  
- 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  
• Marc Hoenstine, CEcD, Duke Energy *Ocean Ballroom*  
• 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*