



2022 Florida Economic Development Conference
Capitalizing on Change
May 16-18, 2022
Hilton St. Petersburg Bayfront

Agenda

Monday, May 16

- 12:00 – 4:00 Registration Opens and Exhibitor Setup – [Grand Bay Ballroom Foyer](#)
- 4:00 – 5:30 FEDC Annual Meeting – [St. Petersburg I & II](#)
sponsored by Pinellas County Economic Development
- 6:00 – 7:00 Southwest Airlines Opening Reception in the Exhibit Hall –
[Grand Bay Ballroom Foyer](#)
- 7:00 – 9:00 FPL PoweringFlorida Dinner at [The James Museum – Mesa Hall](#)

Tuesday, May 17

- 7:00 – 8:00 Networking Breakfast – [Grand Bay Ballroom Foyer](#)
- 8:00 – 8:45 General Session Opening – [Grand Bay Ballroom](#)
Scarlett Phaneuf, CECD, Economic Development Manager, PowerSouth Energy
Cooperative – 2022 FEDC Conference Chair
The Honorable Gina Driscoll, St. Petersburg Council Chair
Marc Adler, Acting FL Secretary of Commerce, President & CEO, Enterprise Florida
Jennifer Taylor, President & CEO, GrowFL, FEDC 2021-22 Chair
- 8:45 – 9:45 Developing a State Level Talent Attraction Campaign –
[Grand Bay Ballroom](#)

[Introduction by Greg Britton, President & CEO, FL SBDC Network](#)

Florida has been importing talent at record levels as the pandemic has allowed more employees to reevaluate where they want to live and work. It also continues to be the driving factor in business attraction, expansion and retention. Join FPL, CareerSource Florida, JAXUSA Partnership, DCI and Tampa Bay EDC to discover what people look for in jobs and communities and how to capture the talented individuals your companies are seeking. This session will provide key insights on perceptions of Florida as a place to live and work, as well as a sneak peek of the statewide campaign and the regional campaigns to come.

Facilitator: Cathy Chambers, Director, FPL Economic Development

Panelists:

Carmen Hilbert, Senior Director, Business & Workforce Development, CareerSource Florida

Lyndsay Rossman, VP of Marketing, JAXUSA Partnership - FindYourJax.com

Michelle Bauer, CEcD, Chief Operating Officer, Tampa Bay EDC – MakeltTampaBay.com

Patience Fairbrother, Vice President, Digital & Brand Strategy, dci

9:45 – 10:00 Exhibitor Networking – [Grand Bay Ballroom Foyer](#)

10:00 – 11:00 Leveraging Federal & State Funding for Priority Projects –
[Grand Bay Ballroom](#)

[Introduction by Marc Hoenstine, CEcD, Duke Energy](#)

With historic federal and state grant funding on the horizon, now is the time to set your priorities and plan how your community will secure these dollars. In this session we will highlight major funding opportunities as well as the steps a community should take now to best position themselves to capitalize on this opportunity.

Presenters: Julie Dennis, President, OVID Solutions

Rachel Cone, Managing Partner -Tallahassee, The Southern Group, former Interim Secretary, FDOT

Mark Kruse, Senior Vice President & General Counsel, Florida First Capital Finance Corporation

11:15 – 12:30 Innovation in Marketing Awards Luncheon – [Grand Bay Ballroom](#)

Keynote Speaker: Kat Saunders, EVP of Client Strategy, dci

Awards Presenters: Kat Saunders and Lucienne Pears, VP of Business & Economic
Development, Babcock Ranch/Kitson & Partners

1:00 – 2:00 FEDC Regional Session: How Does Your Community Define Success? -
[Grand Bay Ballroom](#)

Join colleagues from your region to inventory today's metrics for economic, workforce and community development. This technology supported session will curate community goals, board priorities, metrics tracked vs metrics owned that are driving competitiveness in a pandemic-recovering global market.

Moderator: Casey Barnes, CEcD, Orlando Economic Partnership, Vice Chair of Membership & Regional Strategies

Facilitators: Verdell Hawkins, FPL, Northwest Regional Director

Glenn Hunter, Columbia County Economic Development, North Central Regional Director

Heidi Jameson, JAXUSA Partnership, Northeast Regional Director

Tracy Garcia, CEcD, MEDP, Elevate Lake, East Central Regional Director

Adam Myers, Tampa Bay EDC, Tampa Bay Regional Director

Warren Baucom, Lee County Economic Development, Southwest Regional Director

South Central Regional Director

David Coddington, Greater Ft. Lauderdale Alliance, Southeast Regional Director

2:15 – 3:00 Breakout Sessions Round 1

No Site, No Deal - Making Your Dirt More Desirable – [St. Petersburg I](#)

Improve your community's competitiveness through site readiness and targeted marketing. Learn the process of identifying candidate sites for specific sectors and preparing them for development. Get more qualified leads and increase the conversion rate to new jobs and capital.

Presenters: John Fremstad, Economic Development Director – Innovation and Competitiveness, Duke Energy
Chris Wimsatt, CEcD, Economic Development Manager – Product Development, Duke Energy

Leveraging PoweringFlorida Data Resources – [St. Petersburg II](#)

PoweringFlorida has long been known as a valuable, statewide resource available to Florida EDOs as well as businesses and site selection consultants by providing data tools that support business development efforts in Florida. The suite of tools offers powerful information for identifying target sectors, researching companies for targeted recruitment activities, labor market and other local data. This session will include a preview of the new PoweringFlorida Resource Center 2.0 and how EDOs can leverage this data for projects.

Presenter: Mary Dempsey, Sr. Economic Development Project Manager, Florida Power & Light Company

Florida's Changing Talent Pipeline - [St. Petersburg III](#)

This session will provide insight into the implementation of Florida's Reimaging Education and Career Help (REACH) Act and how the Credentials Review Committee (CRC) is creating a Master Credentials List to add depth to Florida's talent pipeline through credentials attainment that employers value. Hear from CRC members, the business community, a U.S. Chamber Talent Pipeline Management expert, and specialists in apprenticeship expansion as apprenticeships are a statutorily named credential.

Facilitator: Dehryl McCall, Senior Director, Business & Workforce Development, CareerSource Florida

Panelists: Diane Head, Executive Director, CareerSource North Florida
Steven Birnholz, EVP & Director of Policy, Florida Council of 100
Dr. Byron Clayton, SVP & Chief of Sector Partnerships, CareerSource Tampa Bay
Susan Bosse, Director, Business & Workforce Development, CareerSource Florida

Miami Community Ventures Prosperity Initiative – [Williams](#)

Miami Community Ventures (MCV) is a collective impact program designed to connect low income, structurally unemployed individuals to living wage jobs and career pathways. The target audience includes individuals who are public assistance recipients, returning citizens, and/or disabled, with subgroups made up of female heads of households, veterans, and youth ages 19-29. Based on a proven award-winning model, this program is designed to deliver sustainable long-term economic benefits to the participating individuals, their families, employers, and the community.

Presenter: Sheri Colas-Gervais, Vice President & Executive Director, Miami Community Ventures and Beacon Council Foundation

The Able Trust – Introducing an Overlooked Source of Workforce Talent – [Demens](#)

In the face of The Great Resignation and The Demographic Drought, this session will provide clarity to often hidden and untapped sources of talent. Learn about a study commissioned by the Able Trust to gain employers' experience, knowledge, and barriers related to hiring persons with disabilities.

Presenters: Allison Chase, MS, President & CEO, The Able Trust
Dr. Jerry Parrish, Economic Consultant, Florida State University Institute of Government

3:15 – 4:00 Breakout Sessions Repeated

4:00 – 6:00 BREAK

6:00 – 7:00 Diamond Partners Networking Reception – [Grand Bay Ballroom Foyer](#)

CareerSource Florida

Florida Power & Light Company

dci

Florida SBDC Network

7:00 – 9:00 A Platinum Evening with Enterprise Florida – [Grand Bay Ballroom](#)

Welcome & Introductions: Suzanne Christman, CEcD, MEDP – FEDC Chair 2022-23
Division Director, Pinellas County Economic Development

Fireside Chat: Marc Adler, Acting FL Secretary of Commerce / Enterprise Florida President & CEO and
Catherine Wood, Founder, CEO, and CIO of ARK Invest

Dan Webster Young Innovator Scholarship Award

Presented by: Kim Stangle, COO, Florida High Tech Corridor Council

Eunice Sullivan Economic Development Professional of the Year

Presented by: Marc Hoenstine, CEcD, Duke Energy – 2021 Honoree

Toni Jennings Workforce Development Professional of the Year

Presented by: Rick Beasley, CareerSource South Florida – 2021 Honoree

Wednesday, May 18

8:00 – 9:00 Networking Breakfast – [Grand Bay Ballroom Foyer](#)

9:00 – 9:15 Welcome by Scarlett Phaneuf, CEcD, 2022 Conference Chair

[Grand Bay Ballroom](#)

9:15 – 9:30 Team Florida Overview – Grand Bay Ballroom

Presented by: Destin Wells, SVP of Business Development, Enterprise Florida

9:30 – 10:45 Trade, Logistics & Export-Oriented Manufacturing

[Introduction by Mark Wilson, President & CEO, FL Chamber and FL Chamber Foundation](#)

FEDC is championing three of the 39 Florida 2030 Blueprint goals:

- Top state for GDP and top quartile most diversified state economy
- Doubling the rural share of Florida's GDP
- 100% alignment of Florida's Regional Economic Development Strategies with Florida 2030 goals

This session will outline a statewide strategy for high wage, high impact job creation over the next 7 years to establish Florida as a Top 5 manufacturing state.

Presenter/Panel Facilitator: John Kaliski, Planning & Policy National Practice Lead, Cambridge Systematics

Panelists: Kevin Carr, CEO, Florida Makes Network

TJ Villamil, SVP International Trade & Development, Enterprise Florida

Dehryl McCall, Senior Director, Business & Workforce Development, CareerSource Florida

Rickey Fitzgerald, Manager, Freight and Rail Office, FDOT

Rose Fagler, Economic Development Manager, Weyerhaeuser

Matt Chesnut, CEcD, Director of Business and Economic Development, Space Florida

Mark Wilson, President & CEO, Florida Chamber of Commerce and Florida Chamber Foundation

10:45 – 11:00 Call to Action: Mark Wilson, President & CEO

Florida Chamber of Commerce and Florida Chamber Foundation

11:00 – 11:15 Closing Remarks & Final Southwest Airlines Drawing

Suzanne Christman, CEcD, MEDP - FEDC Chair, 2022-2023

Division Director

Pinellas County Economic Development