



Agenda

Sunday, April 14

Check-in at Registration for Monday’s Professional Development Training Workshop

Monday, April 15

Pre-Conference Workshop - [requires separate registration](#) 10:30 AM – 3:00 PM
Arbor Ballroom

This carefully curated professional development opportunity will enhance critical Storytelling & Media Relations skills. Course contents will include instruction, group activities, reporting out, and reference materials. Instructors are Tim Mask and Erica Sittler, MWB Create, and Nancy Blum-Heintz, VisionFirst Advisors.

Registration Opens 12:00 PM – 5:00 PM

Exhibit Hall Set Up 12:00 PM – 4:00 PM

Ignite Technology Showcase 4:00 PM – 5:00 PM
Gallery AB

Kickstart your week at the Ignite Technology Showcase! Enjoy light refreshments while experiencing the forefront of innovation. This rapid-fire session will feature a series of innovative companies helping professionals create prosperity and opportunity in their communities.

Duke Energy Site Location Consultant VIP Reception (invitation only) 5:00 PM – 6:00 PM
Heritage AB

Mingle with six of the nation’s premier site location consultants at this invitation only event. These consultants have each worked at the state or local level in Florida and understand what it takes for Florida to compete in a global economy.

Emerging Leaders/New Members/First Time Attendee Happy Hour 5:00 PM – 6:00 PM
Heritage CDE

Calling all young professionals, new members, and first-time attendees! Join us for a sneak peek into the many ways to make the most of the conference and your professional association.

FPL Signature Networking Dinner – TPC Sawgrass 6:30 PM – 9:00 PM

Check this off your golf bucket list! Immerse yourself in elegant, old-world charm with modern, upscale amenities at the TPC Sawgrass Clubhouse. Storyteller tours will be available the first hour for those interested in the history of the TPC Sawgrass Clubhouse and the PLAYERS Championship. Bus boarding begins at the Conference Center entrance at 6:00 PM and will run between the hotel, TPC Sawgrass, and neighboring shopping centers/Hilton Garden Inn until 11:00 pm.

Tuesday, April 16 – Masters Ballroom

Breakfast Buffet – Exhibit Hall	7:15 AM – 8:00 AM
Welcome	8:00 AM – 8:30 AM
<ul style="list-style-type: none">• <i>Mary Swoope, Conference Chair</i>• <i>Scott Maynard, St. Johns Chamber and EDC, Host Community Color Guard and Pledge</i>• <i>Elizabeth Godwin, Duke Energy, Platinum Presenting Partner</i>• <i>Governor Ron DeSantis (invited)</i>• <i>Michelle Bauer, CEcD, FEDC Chair</i>	
Session 1: <i>Boosting Florida’s Economic Competitiveness Region by Region</i> <i>The Florida Council of 100 commissioned a study by McKinsey & Company to evaluate industry sector compositions across six defined regions, the drivers of those sectors, and potential roadmaps for increasing regional economic performance. An analysis reveals key clusters with high wages and greater economic resiliency where Florida can compete.</i>	8:30 AM – 9:15 AM
<ul style="list-style-type: none">• <i>Michael Simas, President & CEO, Florida Council of 100</i>• <i>Eric Silagy, Chair, Florida Council of 100 Chairman, President & CEO – retired, Florida Power & Light Company</i>	
Break – Exhibit Hall	9:15 AM – 9:30 AM
Session 2: <i>Keeping Florida on the Map</i> <i>A foremost panel of Site Selection professionals who have worked at the state and local levels in Florida reveal what it takes for Florida to compete in a global economy.</i> <i>Moderator: Katie Hogan, Florida Power & Light Company</i>	9:30 AM - 10:30 AM
<ul style="list-style-type: none">• <i>Sam Blatt, CEcD, Amazon</i>• <i>Meghan DiGiacomo, Global Location Strategies</i>• <i>Denise Mullis, J.M. Mullis</i>• <i>Nancy Blum-Heintz, VisionFirst Advisors</i>	
Session 3: <i>Being Project Ready – Who are the players?</i> <i>Join JAXUSA and regional partners to discover key elements of the successful foreign direct investment by Cosentino Group, the Spanish-based global leader in the production and distribution of sustainable surfaces for architecture and design. This expansion is Cosentino’s first manufacturing facility in the United States.</i>	10:30 AM – 11:30 AM
<i>Moderator: Aundra Wallace, President, JAXUSA Partnership</i> <ul style="list-style-type: none">• <i>Aubrey Brown, Senior Business Development Manager, CSX Transportation</i>• <i>Bruce Ferguson, President, CareerSource Northeast Florida</i>• <i>Paul Mitchell, Vice President of Economic Development & Real Estate, JEA</i>• <i>Nick Primrose, Chief of Regulatory Compliance, JAXPORT (to be confirmed)</i>• <i>Paul Crawford, Director of Business Development, Office of Economic Development, City of Jacksonville</i>	
Buffet Lunch – Exhibit Hall	11:30 AM – 12:00 PM

Luncheon Keynote: *J. Alex Kelly, Secretary, Florida Department of Commerce* 12:00 PM – 1:00 PM
Florida's Financial Toolkit is housed not only in FloridaCommerce, but also throughout several Direct Support (DSO) and partner organizations. Get to know these leaders and their programs to enhance your business development efforts.

Panel Moderated by Secretary Kelly

- *TJ Villamil, President of Business Development, FloridaCommerce
President of International Commerce, SelectFlorida*
- *Matt Chesnut, CEcD, VP of Business & Economic Development, Space Florida*
- *Robert Harvey, Executive Director, Florida Development Finance Corporation
Executive Director, Florida Opportunity Fund*
- *Todd Kocourek, CEO, Florida First Capital Finance Corporation*

Break – Exhibit Hall 1:00 PM – 1:15 PM

Session 4: *Crafting the Perfect Pitch* 1:15 PM – 2:00 PM
Dave Parsell, CEO of LocalIntel, reveals the potential of combining local knowledge, AI, and data visualizations to create a compelling pitch for your community. Discover how this innovative approach can make your community stand out to site selectors, businesses, and top talent, as well as how to effectively utilize this pitch across your website, social media platforms, and other marketing channels.

Session 5: *AI and Economic Development from a Site Selector's Perspective* 2:00 PM – 2:45 PM
Ron Bertasi of GIS WebTech and William Parsons of Ryan will discuss how the convergence of AI and GIS is changing the site selection process. The session will use technology to allow audience participation in real time and will include examples of how AI is being applied to identify potential sites, select from available sites, and rank site attractiveness.

Break – Exhibit Hall 2:45 PM – 3:00 PM

CareerSource Florida Networking Super Challenge - **Cascades Deck & Lawn** 3:00 PM – 4:30 PM
Gather on the Cascades Deck and Lawn and bring your best game! Refreshments and prizes will be involved. In the case of inclement weather, the event will take place downstairs in Tournament Hall B.

BREAK – ON YOUR OWN 4:30 PM – 6:30 PM

Diamond Jubilee Awards Dinner 6:30 PM – 9:30 PM
FEDC's Diamond Jubilee will celebrate 60 years of peer connection, professional development, and advocacy. Toast FEDC's growth and impact as we announce the 2024 honorees for excellence in Marketing, Project Development, Scholarship, and Leadership.

Wednesday, April 17 – Masters Ballroom – Plated Breakfast 8:00 AM

Wednesday Welcome – Mary Swoope, Conference Chair 8:15 AM – 8:30 AM

Diamond Jubilee Greetings from IEDC and SEDC 8:30 AM – 9:00 AM
Introduction by Bill Cronin, President & CEO, Pasco EDC
IEDC and SEDC are FEDC's partner organizations at the regional and international levels. On this 60th anniversary we are thankful to welcome Nathan Ohle, President & CEO of the International Economic Development Council and Matt Tackett, President & CEO of the Southern Economic Development Council.

Keynote – Jake Thompson 9:00 AM – 10:00 AM

Jake's motivational programs provide actionable steps and practical strategies his audiences can take immediately to boost performance and get better results in their work & life.

FEDC Annual Meeting

10:00 AM – 11:00 AM

FEDC Chair Michelle Bauer will present an overview of accomplishments in FY2023-24, the FY2024-25 organization slate of officers, and oversee the election process. All attendees are encouraged to attend the annual meeting. Southwest Airlines prizes will be awarded at the conclusion.