

FEDC

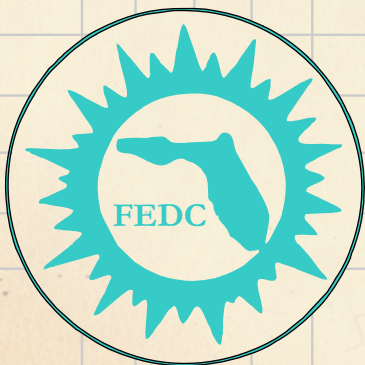
2024

60 Years of Peer Connection, Professional Development, and Advocacy

D IAMOND

A NNIVERSARY

60 YEARS EDITION



\$468 Million

Total Capital Investment

1,625

Total Jobs



Duke Energy Site Readiness Program Success

We're powering economic growth by helping communities understand what steps to take in order to make their sites more competitive. And, it works.

DUKE-ENERGY.COM/FLORIDASITES



BUILDING A SMARTER ENERGY FUTURE®

Program success statistics above are based on project "wins" since 2013 (i.e., company landed on-site that went through the program).

Welcome



Welcome to beautiful Ponte Vedra where we are thrilled to look back on the past 60 years of FEDC, the advancements of the profession, and the way you have helped shape the competitiveness of Florida. From our beginnings in 1964 as the Florida Industrial Development Council to our expansion in 2021 with the establishment of the FEDC Research & Education Foundation, we have every reason to celebrate 60 Years of Peer Connection, Advocacy, and Professional Development.

This year your board of directors paused to refresh and renew FEDC's mission, vision, and goal statements which are prominently displayed on our new website to guide our work and invite new professionals to engage in supporting each other and the communities they serve. I hope you'll take a moment to become familiar with the website, get involved through the GlueUp app, and of course, join FEDC, if you are not a current member.

We have a new vehicle in the Foundation through which to enhance the frequency, delivery, and quality of professional development as prioritized by you, the members. Thank you to everyone who participates annually in this important survey. In the past decade, FEDC has awarded 44 scholarships totaling \$84,000 to invest in Florida's most competitive asset – our talent. The FEDC Foundation will allow this impact to grow exponentially over the next 60 years.

As economic, workforce, and community developers we are laser focused on talent and infrastructure goals and we inherently promote the best assets of our markets to attract talent, create jobs, and grow investment. As an association, it is incumbent upon us to evaluate Florida's competitiveness gaps and strategically engage business, government, and education leaders in solutions that continually advance statewide prosperity. The research component of the Foundation can empower and inform our Advocacy efforts.

I want to recognize Mary Swoope and the conference committee for assembling the powerful speakers and topics we'll enjoy over the next three days and to add my sincere thanks to every registrant and partner organization for celebrating FEDC's 60th Anniversary.

Enjoy the Conference!

- Michelle Bauer, CEcD - FEDC Chair
Chief Operating Officer



Agenda At-A-Glance

Monday, April 15

- Registration Open.....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
- Duke Energy Site Location Consultant VIP Reception (Invitation Only).....5:00 PM - 6:00 PM, Heritage AB
- Emerging Leaders/New Members/First Time Attendee Happy Hour.....5:00 PM - 6:00 PM, Heritage CDE
- FPL Signature Networking Dinner - Buses Board at 6:00 PM at Conference Center Entrance.....6:30 PM - 9:00 PM, TPC Sawgrass

Tuesday, April 16 - Masters Ballroom

- Breakfast Buffet.....7:15 AM - 8:00 AM, Exhibit Hall
- Welcome and Color Guard.....8:00 AM - 8:30 AM
- Session 1: Boosting Florida's Economic Competitiveness Region by Region.....8:30 AM - 9:15 AM
- Break.....9:15 AM - 9:30 AM, Exhibit Hall
- Session 2: Keeping Florida on the Map.....9:30 AM - 10:30 AM
- Session 3: Being Project Ready - Who are the players?.....10:30 AM - 11:30 AM
- Buffet Lunch.....11:30 AM - 12:00 PM, Exhibit Hall
- Keynote: J. Alex Kelly, Secretary, FloridaCommerce 12:00 PM - 1:00 PM
- Break.....1:00 PM - 1:15 PM, Exhibit Hall
- Session 4: Crafting the Perfect Pitch.....1:15 PM - 2:00 PM
- Session 5: AI and Economic Development from a Site Selector's Perspective.....2:00 PM - 2:45 PM
- Break.....2:45 PM - 3:00 PM, Exhibit Hall
- CareerSource Florida Networking Super Challenge.....3:00 PM - 4:30 PM, Cascades Deck & Lawn
- Break.....4:30 PM - 6:30 PM, ON YOUR OWN
- Diamond Jubilee Awards Dinner.....6:30 PM - 9:30 PM

Wednesday, April 17 - Masters Ballroom, Plated Breakfast

- Wednesday Welcome.....8:15 AM - 8:30 AM
- Greetings from IEDC and SEDC.....8:30 AM - 9:00 AM
- Keynote: Jake Thompson.....9:00 AM - 10:00 AM
- FEDC Annual Meeting.....10:00 AM - 11:00 AM

Conference Committee

Mary Swoope, Conference Chair
Mary Swoope Consulting

Sherry Ambrose
Florida Power & Light Company

Scarlett Phaneuf, CEcD, MEDP
PowerSouth Energy Cooperative

Tracy Garcia, CEcD, MEDP
Orlando Economic Partnership

Dehryl McCall
CareerSource Florida

Jimmy Norris, MEDP
Suwannee County Development Office

Alex Price
Central Florida Development Council

Warren Baucom
Lee County Economic Development Office

Scott Maynard
St. Johns County Chamber of Commerce

Erica Sittler
MWB Create

FEDC 2023-24 Board of Directors

Executive Committee

Michelle Bauer, CEcD, *Board Chair*
Tampa Bay EDC

Suzanne Christman, CEcD, MEDP - *Immediate Past Chair*
Pinellas County Economic Development

Lucienne Pears - *Chair-Elect*
Babcock Ranch / Kitson & Partners

Casey Barnes, CEcD, MEDP - *Vice Chair of Finance*
BPRH

David Coddington, LEED AP - *Vice Chair of Advocacy*
Greater Fort Lauderdale Alliance

Heather Shubirg, MEDP
Co-Vice Chair of Professional Development
Ocala Metro Chamber & Economic Partnership

Sherry Ambrose
Co-Vice Chair of Professional Development
Florida Power & Light Company

Scarlett Phaneuf, CEcD, MEDP - *Vice Chair of Membership & Regional Strategies*
PowerSouth Energy Cooperative

Mary Swoope – *Conference Chair*
Mary Swoope Consulting

Jennifer Conoley, CEcD, MEDP – *Chair Appointment*
Florida's Great Northwest

Regional Directors

Verdell Hawkins - *Northwest Regional Director*
Florida Power & Light Company

Jimmy Norris, MEDP - *North Central Regional Director*
Suwannee County Economic Development Office

Heidi Jameson - *Northeast Regional Director*
JAXUSA Partnership

Tracy Garcia, CEcD, MEDP - *East Central Regional Director*
Orlando Economic Partnership

Max Stewart - *Tampa Bay Regional Director*
Bradenton Area Economic Development Corporation

Denise Grimsley - *South Central Regional Director*
The Development Group

Regional Directors, continued

Melanie Schmees, MBA - *Southwest Regional Director*
Florida Gulf Coast University

James Kohnstamm, CEcD - *Southeast Regional Director*
Miami-Dade County

Ex-Officios and Board Appointments

Adrienne Johnston – *Ex-Officio*
CareerSource Florida

Greg Britton – *Ex-Officio*
Florida SBDC Network

Mark Wilson – *Ex-Officio*
Florida Chamber of Commerce

Maria Grulich – *Ex-Officio*
Florida Realtors

Robert Long – *Ex-Officio*
Space Florida

Dr. Byron Clayton – *Chair Appointment*
CareerSource Tampa Bay

Zach Gilmore – *Chair Appointment*
Florida SBDC at UWF

Dan Sidler – *Chair Appointment*
Sarasota Chamber, CareerEdge Funders Collaborative



FEDC Past Chairs

1964

The Florida Industrial Development Council, Inc. (FIDC) was incorporated to develop, encourage, promote and protect professionalism in industrial development in the State of Florida.

1986-1987

The organization was renamed to the Florida Economic Development Council, Inc. (FEDC).

2021

FEDC launched the FEDC Research & Education Foundation, Inc. (FEDC Foundation) as the educational and research affiliate of the Florida Economic Development Council, Inc.

2023-2000 Past Chairs

2022-23 Suzanne Christman, CECD, MEDP
Pinellas County Economic Development

2020-21 Marc Hoenstine, CECD
Duke Energy

2019-20 Kelly Smallridge
BDB of Palm Beach County

2017-19 Crystal Stiles
Florida Power & Light Company

2016-17 Cathy Chambers
Florida Power & Light Company
(while with JAXUSA Partnership)

2014-16 Bob Swindell
Greater Fort Lauderdale Alliance

2013-14 Mike Meidel, CECD
Pinellas County Economic Development

2012-13 Beth Cicchetti, CECD, MEDP
Florida Economic Development Council
(while with EDC of Tallahassee/Leon Co.)

2011-12 Ed Schons
University of Central Florida

2010-11 Deborah Wilkinson
Wilkinson Global Connections, LLC
(while with Broward County)

2009-10 Tammie Sweet
Naples

2008-09 Ray Gilley
Orlando

2007-08 Gene Gray
Tampa

2006-07 Joan Goodrich
Clearwater

2005-06 Mary Jane Stanley, CECD, FM
Tampa

2004-05 Buzz David, CECD
Clearwater

2003-04 Bill McDermott, CECD
Sanford

2002-03 Kellie Jo Kilberg
Niceville

2001-02 Stuart Rogel
Tampa

2000-01 Ted Astolfi
Stuart

1999-1979 Past Chairs

1999-00 Jerry Mallot, CECD
Jacksonville

1998-99 Patricia Werner
Orlando

1997-98 Pete Tesch
Ocala (now with St. Lucie EDC)

1996-97 Mike Frey, CECD
Fort Lauderdale

1994-96 Jim Breitenfeld
Fort Walton Beach

1993-94 Brett Wattles, CECD
Ocala

1992-93 Mike Bobroff
Orlando

1991-92 Frank Tamberrino, CECD
Pensacola

1990-91 Jack Peake
Ocala

1989-90 James Brantley
Bartow

1988-89 Allon Fish
Sarasota

1987-88 James Garver, CECD
Fort Lauderdale

1986-87 John Haley, CECD
Miami

1985-86 George Grodhaus
Titusville

1984-85 Robin Ronne
Tampa

1983-84 Jerry Melvin
Fort Walton Beach

1982-83 Lamar Nash
Jacksonville

1981-82 Gary Powell
South Daytona

1980-81 James Ryan
Tampa

1979-80 John McCauley
Merritt Island

1978-79 M. D. "Mickie" Birdsall
Saint Petersburg

1963-1978 Past Chairs

1977-78 Chuck McKeown
Gainesville

1977-78 William Castoro
Saint Petersburg

1976-77 Adrian Hombroek
Pensacola

1975-76 James Daniel
Sanford

1974-75 Bud Whittaker
Jacksonville

1973-74 Randy Watts
Saint Petersburg

1972-73 Paul Kitzinger
Orlando

1971-72 David Kelley
Hollywood

1970-71 John Hamilton, CECD
Lakeland

1969-70 Robert Drabik
Sarasota

1968-69 Virgil Fox
Green Cove Springs

1967-68 James Picone
Orlando

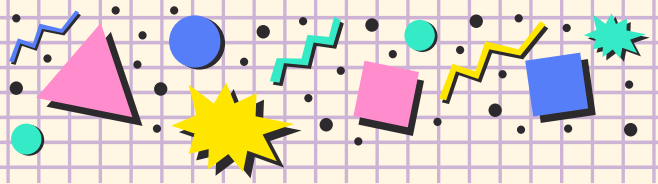
1966-67 Robert Williamson
Tallahassee

1965-66 Richard McLaughlin
Saint Petersburg

1963-65 Richard Welch
Tallahassee



Get Connected



Welcome to the Glue Up Conference App!
All of the details about the FEDC Annual Conference are right here at your fingertips.

Download the My Glue app from the App Store on your phone.

Register for an account using your email address and create a password or simply login with your email and password.

Once registered, log in after selecting your country of residence.

There are two events on the FEDC Foundation Home page: the Pre-Conference Workshop and the FEDC Annual Conference.

Tap on the event you want to view.

Tap on the three lines at the top right-hand corner of the screen to view the following options:

- *Event details*
- *Agenda*
- *Speakers*
- *Documents*
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If you'd like to post a comment, tap on Community then on Create a post, then on Publish.

Please see Jill Blackman at the Registration Desk if you need assistance or visit the GlueUp Exhibit booth.



#FEDCFoundation24 #FEDC60YEARS

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BECOME AN FEDDC SUPPORTER

FEDDC Foundation Purpose

The FEDDC Research & Education Foundation, Inc. (FEDDC Foundation) is the educational and research affiliate of the Florida Economic Development Council, Inc. - the number one resource of economic development expertise in Florida. Through the Foundation, FEDDC conducts the charitable mission of providing professional development scholarships, honoring institutional leadership, advancing Florida's competitiveness, and cultivating a new generation of trained professionals.

Go to:

www.fedconline.org/feddc-foundation/donate

Or scan the QR Code below:



*to donate securely
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Thank You To Our Foundation Supporters



Thank You To Our Foundation Donors

Beth Kirkland Consulting, LLC

LOOKING TO EXPAND IN FLORIDA?

START AT THE TOP.

- ▶ SKILLED TALENT
- ▶ LOWER COSTS
- ▶ UNMATCHED QUALITY OF LIFE

PUT THE TOP OF FLORIDA AT THE TOP OF YOUR LIST.

Located atop the third largest state in the U.S. and central to the booming Southeast, the Jacksonville region is naturally situated for growth. JAXUSA Partnership is here to help your expanding or relocating business take advantage of all the benefits of the Jacksonville Region.



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jaxusa.org



The Greater Fort Lauderdale Alliance is proud to celebrate the Diamond Jubilee of the

Florida Economic Development Council

and support of economic development statewide.

The Greater Fort Lauderdale Alliance is Broward County's official public/private partnership for economic development. GFLAlliance.org | 954-524-3113

**BUILD YOUR BUSINESS IN THE COMMUNITY
WITH EVERYTHING UNDER THE SUN.**

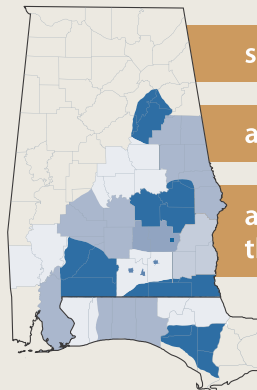


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Promoting **STABILITY.** Welcoming **GROWTH.**

PowerSouth Energy Cooperative was formed in 1941 to provide the power supply needs of its distribution members across Alabama and northwest Florida. With a vibrant and diverse population in 39 Alabama and 10 Northwest Florida counties, our region offers:



skilled industrial talent.

a favorable tax climate.

a regulatory environment
that mitigates risk.



TAKE YOUR SMALL BUSINESS TO THE NEXT LEVEL.

*We're proud to partner
with the FEDC &
congratulate them
on 60 years!*



-  **CONSULTING**
-  **TRAINING**
-  **RESEARCH**

at low-to-no cost to your business

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August 19-20 | Ponte Vedra Beach, FL



We're proud to be state designated as Florida's Principal Provider of Business Assistance [Fla. Stat. § 288.001]

A statewide partnership program nationally accredited by the Association of America's SBDCs and funded in part by the U.S. Small Business Administration, Department of Defense, State of Florida, and other private and public partners, with the University of West Florida serving as the network's headquarters. Florida SBDC services are extended to the public on a nondiscriminatory basis. Language assistance services are available for individuals with limited English proficiency.



JEA IS PROUD TO SUPPORT THE FLORIDA ECONOMIC DEVELOPMENT COUNCIL

Congratulations on 60 years of powering growth in the Sunshine State

As a community-owned utility, JEA is committed to supporting and growing Northeast Florida's economy.

That's why we offer programs designed to encourage business development in Jacksonville.

And the ongoing infrastructure improvements through our Integrated Resource Planning will help guide the development and operation of JEA's electric system for the next 20+ years, ensuring a bright future for the community we've proudly served since 1893. [Learn more at jea.com.](http://jea.com)



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Innovation in Marketing Awards

Recognizing original, creative ideas and campaigns. FEDC Members of all types, sizes, and budgets are encouraged to apply. FEDC seeks to recognize organizations and professionals that find innovative ways to communicate with and attract key audiences; from stakeholders, to talent, to new and existing businesses.

2024 Award Categories



Marketing & Public
Relations Campaign



Advertising
Campaign



Website



Innovative
Partnership Award



Pivot &
Persist Award

Best in Show: The Melissa Medley Creativity Award

In honor of our dear friend, Melissa Medley, who inspired so many of us to promote the state with enthusiasm and grace, this award recognizes a marketing activity or campaign that was unpredictable, effective, and meaningful.

This award is chosen from all the submissions as the “best in show” award.



Melissa Medley
Founder & Principal
VisionFirst Advisors

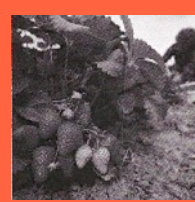
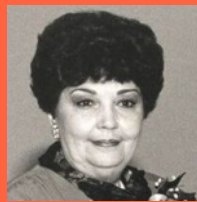
*“Life is too short to worry,
and too long to wait”*



Past Years Best in Show Winners

- 2023** Charlotte County - *Hurricane Ian Relief and Recovery*
- 2022** St. Lucie EDC - *Work Local*
- 2021** Florida’s Great Northwest - *Go Beyond Our Beaches*

Eunice Sullivan Economic Development Professional of the Year



Past Award Winners

- 2022** Kelly Smallridge
BDB of Palm Beach County
- 2021** Marc Hoenstine, CECD
Duke Energy
- 2019** Crystal Stiles
Florida Power & Light
- 2018** Cathy Chambers
JAXUSA Partnership
- 2017** Crystal Sircy
Orlando Economic Partnership
- 2016** Bob Swindell
Greater Fort Lauderdale Alliance
- 2015** Allen Cherry
Madison County Economic Development
- 2014** Bill Stanton
Jackson County Development Authority
- 2013** Randy Berridge
Florida High Tech Corridor Council
- 2012** Pete Tesch
Economic Development Council of St. Lucie County
- 2011** Lynda Weatherman
Economic Development Commission of Florida's Space Coast
- 2010** Bill McDermott
Seminole County Economic Development
- 2009** Ray Gilley
Metro Orlando Economic Development Commission
- 2008** Mary Jane "MJ" Stanley, CECD
Pasco Economic Development Council
- 2007** Roger Miller
Enterprise Florida
- 2006** Bridget Merrill
Enterprise Florida
- 2005** Holly Wiedman
The Beacon Council
- 2004** Richard "Buzz" David, CECD
Pinellas County Economic Development
- 2003** Mike Frey, CECD
Pensacola Area Chamber of Commerce Committee of 100

2023 Eunice Sullivan Economic Development Professional of the Year

Suzanne Christman, CECD, MEDP

Director of Business Development
Pinellas County Economic Development



2002 Ginger Barber
Baker County Development Commission

2001 Ed Schons
University of Central Florida

2000 Steve Mayberry
Enterprise Florida

1999 C.W. "Wes" Larson, II
Putnam County Chamber of Commerce & Development Authority

1998 Beatriz Bare
Greater Tampa Chamber of Commerce

1997 Jerry Mallot
Jacksonville Chamber of Commerce

1996 Michael Bobroff
Economic Development Commission of Mid-Florida

1995 James DeGennaro
Central Florida Development Council

1994 Frank Tamberrino, CECD
Pensacola Area Chamber of Commerce Committee of 100

1993 Ron Thibodeux
Economic Development Commission of Mid-Florida

1992 Brett Wattles, CECD
Ocala/Marion County Economic Development Council

1991 Richard Tesch
Economic Development Commission of Mid-Florida

1990 Eunice Sullivan
Florida Department of Commerce

1989 James Brantley
Economic Development Council of Polk County

1988 David Richmond, CECD
Volusia County Business Development Corporation

1987 William H. Fruth
Palm Beach County Development Board

1987 John McCauley, Jr.
Brevard Economic Development Council

1986 James Garver, CECD
Broward Economic Development Board

1985 John Haley, Jr., CECD
Dade County Industrial Development Authority

The Eunice Sullivan Economic Development Professional of the Year award is given annually in recognition of the achievements of an outstanding economic developer within the state of Florida. The award was first given in 1985 and was renamed in 1991 to honor Eunice Sullivan for her dedication and commitment to the economic development profession and the Florida Economic Development Council.

Toni Jennings Workforce Development Professional of the Year



2023 Toni Jennings Workforce Development Professional of the Year



Turner Arbour

Senior Economic Development Manager
Pasco Economic Development Council



Turner Arbour, the recipient of the Toni Jennings Workforce Development Professional of the Year, surrounded by his supporters, colleagues, county staff and Pasco County commissioners.

Past Award Winners

2022 Stacy Campbell-Domineck
CareerSource Polk

2021 Rick Beasley
CareerSource South Florida

2019 Michelle Dennard
CareerSource Florida

2018 Kim Bodine
CareerSource Gulf Coast

2017 Kathleen Woodring
CareerSource Citrus Levy Marion

2016 Lois Scott
Department of Economic Opportunity

2015 Lisa Rice
CareerSource Brevard

2014 Richard Williams
CareerSource Chipola

2013 Rusty Skinner
Workforce Connection, Citrus, Levy & Marion Counties

2012 Mason Jackson
WorkForce One Employment Solutions, Broward County

2011 Bruce Ferguson, Jr.
WorkSource, Northeast Florida

2010 Rebecca Rust
Agency for Workforce Innovation

2009 Andra Cornelius, CECD
Workforce Florida

2008 Mary Lou Reed
Workforce Development, Okaloosa & Walton Counties

2007 Curtis Austin
Workforce Florida

Given annually in recognition of the achievements of an outstanding workforce developer within the state of Florida, the Toni Jennings Workforce Professional of the Year award was first presented in 2007 to honor and recognize the former Lieutenant Governor's exceptional leadership in revamping Florida's workforce system to respond to critical workforce needs and to advance local, regional and state economic development.

Total Scholarships Awarded Over the Past 10 Years

10
Years



\$ 84,000
Awarded

Dan Webster
Young Innovator
Scholarship Award



2023 Dan Webster Young
Innovator Scholarship Recipient



Zach Gilmore
Business Consultant
Florida SBDC at UWF

Past Award Winners

- 2022** Bryan Pederson
City of Largo
- 2021** Shane Chadwick, CEcD
Florida's Great Northwest
- 2020** Ben Friedman
Pinellas County Economic Development
- 2019** Antonio Jefferson
Opportunity Florida
- 2019** Garrett Wright
Bay County Economic Development Alliance
- 2018** Javier Marin, CEcD
Central Florida Development Council
- 2017** Derek Shavor
Hillsborough County
- 2016** Scarlett Phaneuf, CEcD
PowerSouth
- 2015** Jill Marasa
EDC of St. Lucie County

Given annually by Florida High Tech Corridor in recognition of the achievements of an outstanding young innovator in economic development in Florida. Recipients of this award receive a scholarship of up to \$5,000 to be applied towards coursework and fees associated with achieving the Certified Economic Developer (CEcD) designation.

Dan Webster

Young Innovator

Scholarship Testimonials

Shane Chadwick, CEcD

Regional economic development professional, Shane Chadwick, who serves as business intelligence and marketing manager with Florida's Great Northwest, earned the designation of Certified Economic Developer (CEcD) by the International Economic Development Council (IEDC) in March 2024.

"I am very appreciative of the Board of Directors of Florida's Great Northwest, the Florida Economic Development Council, and the Florida High Tech Corridor for investing in my professional development," said Shane Chadwick, CEcD. "As a result of this investment, not only did I achieve the CEcD, but I also enhanced my professional education and network and my ability to serve the 1.1 million residents in Northwest Florida to create sustainable and equitable jobs."

Ben Friedman, CERP

"Since winning the 2020 Dan Webster Scholarship, I have taken several courses at the University of Oklahoma's EDI and earned a Certified Economic Research Practitioner designation from C2ER. In 2021 I left Pinellas County Economic Development for Duke Energy Florida to take the research manager role. On the Duke team I works with a diverse group of communities across the state. I regularly speak at economics conferences and advises stakeholders about the quantitative side of economic development. The work at Duke I am most proud of is starting the C2ER Scholarship."

Derek Shavor

"The Dan Webster FEDC Scholarship played a significant role in my career advancement. When I was nominated by my director for the scholarship, I was still relatively new to the Economic Development industry and had a lot to learn. The FEDC scholarship allowed me to take the IEDC courses at an accelerated rate leading to a larger grasp of the role we, as County government, play in the ecosystem. After moving abroad for a few years to pursue an economic development opportunity in the Arab World, I recently returned to Hillsborough County, where I currently serve as an Economic Development Manager. I plan to sit for the IEDC Certified Economic Developer (CEcD) certification soon."

Javier Marin, CEcD

"Having received the FEDC Scholarship award in 2018 enabled me to accelerate the process of becoming a Certified Economic Developer (CEcD) in 2019. The knowledge acquired by the rigorous process paired with the ability to network and learn best practices from domestic and international peers have been keys to my success. I am eternally appreciative of the FEDC because you have been instrumental in supporting the professional development needs of economic development practitioners through the State of Florida!"

Javier Marin has been the Director of Economic Opportunity for the City of Tampa since May of 2023 after having served with the Central Florida Development Council since 2016.

Scarlett Phaneuf, CEcD, MEDP

"The Dan Webster Scholarship empowered me to complete the required coursework in order to sit for the IEDC CEcD exam. In many non-profit local economic development organizations, professional development dollars are limited. If not for this scholarship, it would have taken me much longer to complete the coursework and earn my certification."

Scarlett Phaneuf has held an active CEcD certification since 2018. She has served as PowerSouth's External Affairs Representative since 2017, specializing in economic development and governmental affairs in Northwest Florida.

**the
florida
high tech
corridor**

Casey Barnes, CEcD, MEDP
BRPH

Kristi Bartlett, CEcD
City of Coral Springs

Michelle Bauer, CEcD
Tampa Bay EDC

Amanda Benton, CEcD
Charlotte County

Wallace Bishop CEcD FM

Dyan Brasington, CEcD, FM, HLM

John Brothers, CEcD
CSX Transportation

Ruth Buchanan, CEcD, MBA
FloridaMakes Network

Rachel Busch, CEcD, MEDP

Lori Bush Funderwhite, CEcD, EDFP
City of Tamarac

Frank Calascione, CEcD
Citrus County Economic Development Department

Edgar Campa Palafox CEcD, MEDP, BIM
Economic Development Commission of Florida's Space Coast

Geraldine Campos Lopez, CEcD
Ernst & Young

Tom Carrino, CEcD
City of Eustis

Helene Caseltine, CEcD
Indian River County Chamber of Commerce

Shane Chadwick, CEcD
Florida's Great Northwest

Mathew Chesnut, CEcD
Space Florida

Suzanne Christman, MEDP, CEcD
Pinellas County Economic Development

Beth Cicchetti, CEcD, MEDP
Florida Economic Development Council

Jennifer Conoley, CEcD, MEDP
Florida's Great Northwest Inc.

Andra Cornelius, CEcD

John Cox, CEcD, CCE, IOM
City of Holly Hill Florida

Kevin Crowder, CEcD, EDP
BusinessFlare Economic Development Solutions

Marie Dauphinais, CEcD

Alan DeLisle, CEcD
City of St. Petersburg

James Devine, CEcD, FM, HLM
Economic Strategies Group-Midwest

Barry Epstein, CEcD, CCE, APR
Barry R. Epstein Associates Inc.

Joshua Ewen, CEcD
Economic Development Corporation of Sarasota County

Andrea Falvey, CEcD
City of St. Petersburg

Laura Gambino, CEcD
Early Learning Coalition of Brevard County

Tracy Garcia, CEcD, MEDP
Orlando Economic Partnership

John Hagen, CEcD

Marilyn Hett, CEcD, AICP, CRE, MBA

Marc Hoenstine, CEcD
Duke Energy

Richard Hughes, AICP, CEcD
City of Miramar

Denise Kelly, CEcD
Denise Kelly, LLC

James Kohnstamm, CEcD
The Miami-Dade Beacon Council

Lynn Kroesen, CEcD
Hillsborough County Economic Development

John Krug, CEcD
Niagara Bottling, LLC

Adoré Kurtz, CEcD

Larry Lallo, CEcD, MBA, EDFP
Merritt Island Redevelopment Agency

Jerry Mallot, CEcD, HLM

Cynthia Margiotta, CEcD
Pinellas County Economic Development

Javier Marin, MBA-IB, CEcD, CGBP
City of Tampa

Sara Maxfield, CEcD
City of Riviera Beach

William McDermott, CEcD, FM, HLM

Michael Meidel, CEcD

Jennifer Metz, CEcD, SE2S

Christina Morris, CEcD
Osceola County Economic Development Department

Kris Mory, CEcD
City of Deerfield Beach

Kelly Murphy-Redd, CEcD
Murphy Redd Marketing

Keith Norden, CEcD
Team Volusia

Shannon Ogletree, CEcD
Santa Rosa Economic Development Office

Jeffrey Oris, CEcD
City of Delray Beach

Anthony Otte, CEcD
City of New Smyrna Beach



Cristina Paredes, CECD
VisionFirst Advisors

Jennifer Pellechio, CECD, MEDP
Storm Smart

Jaksa Petrovic, CECD
Hillsborough County Economic Development

Scarlett Phaneuf, MEDP, CECD
PowerSouth Energy Cooperative

Ben Pingree, CECD
Leon County

Troy Post, CECD, CBE
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Brian Rademacher, CECD
City of Ormond Beach

Kay Rasmussen, CECD
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Bruce Register, CECD
Citrus County Economic Development

Craig Richard, CECD, FM, HLM
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Martin Roche, CECD
GeoPlanning Services LLC

Karisa Rojas-Norton, CECD
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Chris Roog, CECD
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Andrea Roshaven, CECD
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Thomas Ryan, CECD
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Paul Sacco, CECD
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Florida Institute of Technology

Lynn Sand, CECD
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Anna Schramke, CECD

Erin Silk, CECD
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Randy Bowling
City of North Port

Aylssa Stuart
Pinellas County Economic Development

Gigi Riva
Pinellas County Economic Development

Christopher Beau Giles
St. Petersburg Area Economic Development Corporation

Esteban Saldarriaga
Seminole County Government

Jennifer Rodriguez
Lee County Economic Development Office

2022:

Landon Harrar
Greater Gainesville Chamber

Erin Jones
Ocala Metro CEP

Harry Jorgensen
Team Volusia

2021:

Anne Core
St. Petersburg Area Economic Development Corporation

Mary Swoope
Florida's Great Northwest

Amanda Vilain
City of Delray Beach

2020:

Chadd Mathis
Economic Development Authority of Hamilton County

Mike Bishop
Pasco Economic Development

Treasure Robinson
St. Petersburg Area Economic Development Corporation

Jose Rivera
Orlando Economic Partnership

2019:

Dave Pieklik
Levy County Nature Coast Business Development

Carol Palacio
Orange County Office of Economic Trade

Habeel Gazi
Life Sciences, Orlando Economic Partnership

Maritza Martinez, MA, MBA, AVP
University of Central Florida

Mariana Leslie
Pinellas County Schools

2018:

Kendra Cassell
Edwards Construction

J. Atticus Steinmetz
Greater Gainesville Chamber of Commerce

Stephanie Scalos
City of Pinellas Park

2017:

Tracy Whirls
Glades County Economic Development

Nick Harwell
Jackson County

John Gurney
Okeechobee County and City of Okeechobee

2016:

Jill Blackman
Beth Kirkland Consulting, LLC

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Kristi Bartlett, CEcD
City of Coral Springs

Sammie Brown
Town of Mangonia Park, Florida

Rachel Busch, CEcD
Bubbly Bee (food and beverage company in Ft. Myers)

Suzanne Christman, CEcD
Pinellas County Economic Development

Beth Cicchetti, CEcD
Florida Economic Development Council

Jennifer Conoley, CEcD
Florida's Great Northwest

Danielle Mousseau
Florida Power and Light - Office of Economic Development

Casey Evans
Orlando Economic Partnership

Ted Everett
Hard Labor Creek Hunting Preserve

Laura Gambino, CEcD
Early Learning Coalition of Brevard County

Tracy Garcia, CEcD
Orlando Economic Partnership

Cammie Goode
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Cynthia Johnson, PhD
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Jimmy Norris
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Bart Rowland
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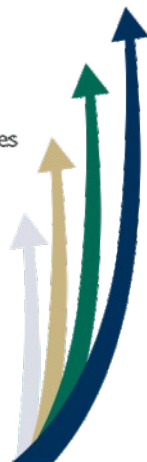
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Conference Agenda: Sunday - Tuesday

F

Sunday, April 14

Check-in

Registration for Monday's Professional Development Training Workshop

E

Monday, April 15

10:30 AM - 3:00 PM **Pre-Conference Workshop** - Arbor Ballroom
Requires Separate Registration

Instructors Tim Mask and Erica Sittler, MWB Create, and Nancy Blum-Heintz, VisionFirst Advisors - 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.

D

12:00 PM - 5:00 PM **Registration Opens**

12:00 PM - 4:00 PM **Exhibit Hall Set Up**

4:00 PM - 5:00 PM **Ignite Technology Showcase** - 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.

C

5:00 PM - 6:00 PM **Duke Energy Site Location Consultant VIP Reception** - Heritage AB
Invitation Only

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.

5:00 PM - 6:00 PM **Emerging Leaders/New Members/First Time Attendee Happy Hour** - 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.

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

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

7:15 AM - 8:00 AM **Breakfast Buffet** - Exhibit Hall

8:00 AM - 8:30 AM **Welcome**

- **Mary Swoope**, Conference Chair
- **Scott Maynard**, St. Johns Chamber and EDC, Host Community Color Guard and Pledge
- **Elizabeth Godwin**, Duke Energy, Platinum Presenting Partner
- **Governor Ron DeSantis** (invited)
- **Michelle Bauer**, CEcD, FEDC Chair

8:30 AM - 9:15 AM **Session 1: Boosting Florida's Economic Competitiveness Region by Region**

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.

- **Michael Simas**, President & CEO, Florida Council of 100
- **Eric Silagy**, Chair, Florida Council of 100 Chairman, President & CEO – retired, Florida Power & Light Company

Conference Agenda: Tuesday, *continued*



Tuesday, April 16

9:15 AM - 9:30 AM **Break** - Exhibit Hall

9:30 AM -10:30 AM **Session 2: Keeping Florida on the Map**

Moderator: Katie Hogan, Florida Power & Light Company - 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.

- **Sam Blatt, CEcD, Amazon**
- **Meghan DiGiacomo, Global Location Strategies**
- **Denise Mullis, J.M. Mullis**
- **Nancy Blum-Heintz, VisionFirst Advisors**

10:30 AM - 11:30 AM **Session 3: Being Project Ready - Who are the Players?**

Moderator: Aundra Wallace, President, JAXUSA Partnership - 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.

- **Aubrey Brown, Senior Business Development Manager, CSX Transportation**
- **Bruce Ferguson, President, CareerSource Northeast Florida**
- **Paul Mitchell, Vice President of Economic Development & Real Estate, JEA**
- **Nick Primrose, Chief of Regulatory Compliance, JAXPORT (to be confirmed)**
- **Paul Crawford, Director of Business Development, Office of Economic Development, City of Jacksonville**

11:30 AM - 12:00 PM **Buffet Lunch – Exhibit Hall**

12:00 PM - 1:00 PM **Luncheon Keynote: J. Alex Kelly, Secretary, Florida Department of Commerce**

Panel Moderated by Secretary Kelly - 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.

- **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**

1:00 PM - 1:15 PM **Break** - Exhibit Hall

1:15 PM - 2:00 PM **Session 4: Crafting the Perfect Pitch**

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.

2:00 PM - 2:45 PM **Session 5: AI and Economic Development from a Site Selector's Perspective**

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.

2:45 PM - 3:00 PM **Break** - Exhibit Hall

3:00 - 4:30 PM **CareerSource Florida Networking Super Challenge** - Cascades Deck & Lawn

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.

Conference Agenda: Tuesday, *continued* - Wednesday



Tuesday, April 16

4:30 PM - 6:30 PM **Break** - ON YOUR OWN

6:30 PM- 9:30 PM **Diamond Jubilee Awards Dinner**

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*

8:00 AM **Plated Breakfast**

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

8:30 AM - 9:00 AM **Diamond Jubilee Greetings from IEDC and SEDC**
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.

9:00 AM - 10:00 AM **Keynote - Jake Thompson**
Jake Thompson – 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.

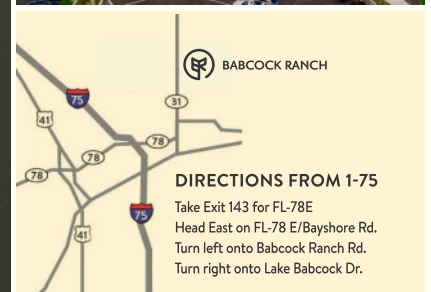
10:00 AM - 11:00 AM **FEDC Annual Meeting**
FEDC Chair Michelle Bauer will present an overview of accomplishments in FY2023-24, the FY2024-25 organization slate of officers, and oversee the election process. All attendees are encouraged to attend the annual meeting. Southwest Airlines prizes will be awarded at the conclusion.



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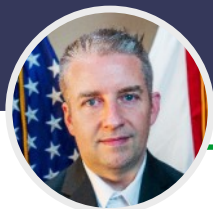
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