

THURSDAY

2:00 p.m.

CONFERENCE REGISTRATION DESK OPENS

Location: Ritz Carlton Foyer

Sponsored by: Carroll & Company, CPAs

Attendees can check in to the conference and pick up registration materials including name badges, delegate journals, event tickets, and welcome bags.

4:30 p.m.

CHAMBER BOARD OF DIRECTORS MEETING

Location: Ritz Carlton Ballroom

Sponsored by: Hancock Whitney

Members of the Chamber Board of Directors, Leadership Tallahassee Board of Governors and Access Tallahassee Advisory Council convene for this meeting. Trustee, Catalyst and Visionary partners also receive a special invitation.

6:00 p.m.

CHAMBER BOARD & PARTNER RECEPTION

Location: Ritz Carlton Foyer and Patio

Sponsored by: Hancock Whitney

An invitation-only reception immediately following the Board meeting.

6:30 p.m.

REGISTRATION DESK CLOSES

FRIDAY

8:00 a.m.

CONFERENCE REGISTRATION DESK OPENS

Location: Ritz Carlton Foyer
Sponsored by: Carroll & Company, CPAs

Attendees can check in to the conference and pick up registration materials including name badges, delegate journals, event tickets, and welcome bags.

8:00 a.m.

BUSINESS EXHIBIT HALL OPENS

Location: Ritz Carlton Foyer
Sponsored by: Awards4U

Browse through the exhibit tables to learn more about each business. From major employers to start ups and retail to nonprofits our business showcase exhibit area will create an opportunity for you to engage with local companies. Each exhibitor will have a special barcode for the conference app where participating attendees have a chance to win a prize at the end of the weekend.

8:30 a.m.

GOLF TOURNAMENT

Location: Golf Club of Amelia Island
Sponsored by: TC Federal Bank

The Golf Club of Amelia is located at the entrance to the Ritz Carlton property. Attendees will walk from the resort to the golf course to find their teams, carts, welcome materials, enjoy breakfast, and warm up.

1:30 p.m.

COMMUNITY IMPACT EVENT WITH SECOND HARVEST OF THE BIG BEND

Location: Talbot Ballroom

Did you know 43% of students in Leon County are food insecure? Join us and Second Harvest of the Big Bend and help create 3,000 Power Packs for students in our Title 1 Elementary Schools.

3:00 p.m.

FROM SURVIVING TO THRIVING: ESSENTIAL INSIGHTS FOR SMALL BUSINESS SUCCESS

Location: Santa Maria
Sponsored by: Capital City Bank
MODERATOR: Don May, Leon County President, Capital City Bank
SPEAKERS:
Kaila Hardee, Vice President, Business Banking, Capital City Bank
Todd Sperry, Vice President at Oliver Sperry Renovation
Chris Wilson, Treasury Management and Institutional Banking Manager, Capital City Bank

Discover the top reasons businesses fail and learn strategies to protect your business from financial threats. Speakers will guide you through common pitfalls and reveal growth strategies tailored to drive your business forward. The panel discussion will cover topics such as what lenders and investors look for in financial statements, fraud protection, effective business planning, managing cash flow and strategic planning for future success.

FRIDAY

4:00 p.m.

THE SHORT LIST: HOW TO MAKE YOUR STORY STICK

Location: Plaza II

Sponsored By: Revell Media

SPEAKER:

Jay Revell, Chief Storyteller, Revell Media

In today's competitive business landscape, it's crucial for your company to make a lasting impression on customers. Learn how to craft and tell a compelling brand story that resonates with consumers and propels your business to the top of their short list!

You'll get actionable marketing insights and practical tips to transform how customers think and talk about your company.

- Discover the timeless elements of effective storytelling
- Develop clear, memorable, and repeatable phrases that power your marketing
- Find unique opportunities to make your brand stand out from the competition

Whether you're an established business or a recent startup, you'll leave with a better understanding of how to tell stories that stick. Don't miss your chance to make the short list!

5:30 p.m.

WELCOME RECEPTION

Location: Talbot Ballroom, Foyer and Colonnade

Sponsored By: Thomas Howell Ferguson P.A. CPAs

Join your fellow attendees at the Annual Chamber Community Conference's official weekend kickoff. Mix and mingle with business leaders while enjoying complimentary beverages and heavy hors d'oeuvres.

7:00 p.m.

DINNER ON OWN

Grab a friend, colleague, or new contact and enjoy dinner at one of the on-property options or venture into downtown Ferdandina Beach for a multitude of restaurants for all types of taste buds.

SATURDAY

7:30 a.m.

BUSINESS EXHIBIT HALL OPENS

Location: Ritz Carlton Foyer

Sponsored by: Awards4U

Browse through the exhibit tables to learn more about each business. From major employers to start ups and retail to nonprofits our business showcase exhibit area will create an opportunity for you to engage with local companies. Each exhibitor will have a special barcode for the conference app where participating attendees have a chance to win a prize at the end of the weekend.

8:00 a.m.

BREAKFAST AND OPENING GENERAL SESSION

Location: Ritz Carlton Ballroom

Sponsored by: Tallahassee Memorial HealthCare, Inc.

Speakers:

Rob Clarke, Chair, Greater Tallahassee Chamber of Commerce

Sue Dick, President/CEO, Greater Tallahassee Chamber of Commerce

Presenting Sponsor Highlight:

Beth Corum, EVP, Chief Operating Officer, Capital City Bank

Keynote Speaker:

Sarah Quinlan, Managing Director & Founder, SAQ Economic Advisors LLC

Myth or Reality: Will the Real US Economy Please Reveal Itself

10:00 a.m.

COFFEE BREAK

Attendees will enjoy coffee, sodas, and snacks before conference breakout topics begin.

Location: Plaza and Talbot Foyers

Sponsored by: Grimsley & Company CPAs

10:15 a.m.

FIRST ROUND OF BREAKOUT WORKSHOPS

11:30 a.m.

SECOND ROUND OF BREAKOUT WORKSHOPS

WORKSHOP TOPICS & DESCRIPTIONS AT THE END OF THE AGENDA.

SATURDAY

12:30 p.m.

LUNCH & GENERAL SESSION

Location: Ritz Carlton Ballroom
Sponsored by: Sperry Construction

Presenting Sponsor Highlight:
Tom Barron, President, Capital City Bank

Keynote Speaker:
Seb Terry, Chief Executive Officer, 100 Things

Leading with Passion, Performing with Purpose

2:30 p.m.

GENERAL SESSION ADJOURNS

3:30 p.m.

CORNHOLE TOURNAMENT

Location: Ocean Front Lawn
Sponsored By: Merrill Lynch - DWFDA Group and Rupert & Associates

PICKLEBALL TOURNAMENT

Location: Pickleball Courts
Sponsored by: Danfoss Turbocor Compressors

6:30 p.m.

DINNER ON YOUR OWN

Grab a new friend, colleague or a new contact and enjoy dinner on-property or venture into downtown for a multitude of restaurants for all types of taste buds.

8:30 p.m.

DESSERT RECEPTION

Location: Courtyard Lawn
Entertainment: 850 Band

Join us after dinner on your own for sweet treats, salty snacks and a beverage as we ROCK OUT with this year's entertainment, local band 850 Band, on the courtyard lawn.

SUNDAY

8:30 a.m.

BREAKFAST & CLOSING SESSION

Location: Ritz Carlton Ballroom

Sponsored by: Stearns Weaver Miller

Presenting Sponsor Highlight:

Don May, Leon County President, Capital City Bank

COMMERCIAL REAL ESTATE: A LOOK AT NEW TRENDS AND NEW PROJECTS UNVEILED

MODERATOR:

Ed Murray, Director/President/Broker, NAI TALCOR

PANELISTS:

Rahkiah Brown, CEO, South City Foundation

Autumn Calder, AICP, Blueprint Director, Blueprint Intergovernmental Agency

Bill Lickson, Director, North Florida Innovation Labs

Charlie Ward, Co-Founder, The Ward Family Foundation

Tonja Ward, Co-Founder, The Ward Family Foundation

10:00 a.m.

CLOSING COMMENTS & CONFERENCE GIVEAWAYS

Sue Dick, President/CEO, Greater Tallahassee Chamber of Commerce

Katrina Rolle, President/CEO, Community Foundation of North Florida

Dustin Rivest, Founder & CEO, 223 Agency

10:30 a.m.

ATTENDEES AJOURNED

11:00 a.m.

HOTEL CHECKOUT

BREAKOUT SESSIONS

10:15 A.M. - 11:15 A.M.

TALLAHASSEE HOUSING MARKET: RESIDENTIAL DEMOGRAPHICS, NEW CONSTRUCTION AND LOCAL BUYER TRENDS

Location: Talbot A-C
Sponsor: Bonds Elite Services

SPEAKERS:

Joy Blomeley, Broker/Manager, Coldwell Banker Hartung
Othell Broger, Broker/Owner, Broger Real Estate Services
Jason Ghazvini, President, Premier Fine Homes

If you are looking to buy or sell a home, want to learn about new residential developments, or are interested in our local residential market, this workshop is for you. Attendees will understand where buyers are coming from, what they want, and where they will find it. Join residential real estate experts to get a peek at our region's current buyer statistics, analyze sales trends, identify the growth for new construction, understand our current residential housing market.

"FLOREDA" AND THE 2024 ELECTIONS

Location: Plaza
Sponsor: James Moore & Co.

SPEAKER:

Steven Vancore, President of VancoreJones and Clearview Polling and Research, LLC.

Local political pollster, professor and analyst offers insights for what you need to know Florida's political landscape, the upcoming elections and a 6-pack of constitutional amendments.

HARNESSING THE FUTURE: OPPORTUNITIES WITHIN THE HEALTHCARE SECTOR AND THE EMERGENCE OF FSU HEALTH

Location: Talbot E
Sponsor: Capital Health Plan

MODERATOR:

Eddie Gonzalez Loumiet, CEO, Ruvos & Co-founder, WellConnector

PANELISTS:

Allison Aubuchon, Co-Founder & CEO, WellConnector
George Kitchens, CEO, Artia Solutions
Stacey Patterson, Vice President of Research, Florida State University

The combination of an aging population, transformative technologies across the healthcare spectrum, and the rise of artificial intelligence (AI) promises to revolutionize the healthcare industry. From the development of new medicines and treatments to the business side of healthcare, traditional methods are becoming obsolete, usher in a new era. Attendees will participate in an engaging discussion aimed at addressing key topics around healthcare, including:

- Its effect in shaping and influencing our economic ecosystem, creation of jobs, regional infrastructure, and community vision
- The role of data, cybersecurity, and AI in the industry's regional growth
- The impact on businesses with the expansion of healthcare services
- Embracing a collaborative spirit to leverage local expertise in data integration, data modernization, and data science/machine learning
- Delivering on the healthcare industry goal of a holistic electronic patient health record

BREAKOUT SESSIONS

11:30 A.M. - 12:30 P.M.

IS IT TIME: FACTORS TO CONSIDER WHEN TRANSITIONING OR SELLING YOUR BUSINESS

Location: Talbot A-C
Sponsored By: Bonds Elite Services

MODERATOR:

Sue Dick, President/CEO, Greater Tallahassee Chamber of Commerce

PANELISTS:

Michael Kalifeh, CPA, Shareholder, Thomas Howell Ferguson P.A. CPAs

Alison Miller, Shareholder, Stearns Weaver Miller

Tim Templeton, Advisor, Business Development, Trivest Partners

As a business owner, the possibility of selling your business or passing it on to the next generation is a big decision. But how do you know when it's time to start succession planning or to put your business on the market? Several factors can influence this transition, including financial considerations, changes in the market or industry, personal circumstances like retirement or illness, or simply a desire for a change. Join us to explore key topics, including the basics of M&A and why it matters, the different methods used to value a business, how to prepare your business for a sale, how to navigate the selling process, and best practices for working with professional valuers and advisors. We'll share real-world examples, discuss the benefits of starting the planning process early, and offer tips to avoid legal or financial issues. Whether you're considering selling your business or passing it on to a successor, this workshop will provide valuable insights to help you make informed decisions about its future.

FUTURE READY: ESSENTIAL SKILLS FOR WORK AND LEARNING IN THE AGE OF AI

Location: Plaza
Sponsored By: James Moore & Co.

SPEAKER:

Dr. Angela Long, Chief Engagement Officer, Tallahassee State College

In the era of the fifth industrial revolution, AI's transformative impact is rapidly reshaping the workforce. By 2030, 375 million individuals may need to transition careers due to automation. This underscores the urgent need to equip both individuals and institutions with essential skills. Community and business leaders must strategically invest in workforce development, aligning policies and models to foster innovation and resilience. Educational institutions also play a pivotal role, requiring a shift towards nurturing social, emotional, and cognitive skills alongside technical proficiency. This session explores these vital skills needed for navigating the evolving work landscape amidst AI advancements. Participants will analyze the interplay between technology and adaptability, emphasizing the importance of continuous upskilling and reskilling to thrive in a changing job market.

READY, SET, BUILD: SITE READINESS AS AN ECONOMIC DEVELOPMENT ADVANTAGE

Location: Talbot E
Sponsored By: Capital Health Plan

MODERATOR:

Richard Darabi, Shareholder, Moore Bass Consulting

SPEAKERS:

Keith Bowers, Director, Office of Economic Vitality

Rose Burden, Managing Director, Business Tax Credit and Incentives, Ernst & Young

Chris Wimsatt, Business Development & Site Readiness, FloridaCommerce

This workshop will highlight what companies and site selectors look for when qualifying a community as a potential location opportunity, what programs the state of Florida provides to support site readiness with the goal of expanding and recruiting companies, and what the Office of Economic Vitality is doing to position our community. Join us and hear from industry experts on the role private and public sector partners play in growing and attracting target industry sectors, and how our region can be positioned for a competitive advantage.