

THURSDAY, AUGUST 14, 2025

2:00 P.M.

CONFERENCE REGISTRATION DESK OPEN

Location: Ritz Carlton Foyer

Sponsored by:

CARROLL and COMPANY
Certified Public Accountants
(850) 877-1099
www.ccrpa.com

Attendees can check into 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, Chamber Foundation Board of Directors, Leadership Tallahassee Board of Governors, and Access Tallahassee Advisory Council convene for this meeting. Members who invest as a Trustee, Catalyst or Visionary partners also receive a special invitation to attend.

6:00 P.M.

CHAMBER BOARD & PARTNER RECEPTION

Location: Ritz Carlton Foyer

Sponsored by:



**HANCOCK
WHITNEY**

An invitation-only reception immediately following the Board of Directors meeting.

6:30 P.M.

CONFERENCE REGISTRATION DESK CLOSES

PLATINUM SPONSORS:



FRIDAY, AUGUST 15, 2025

8:00 A.M.

CONFERENCE REGISTRATION DESK OPEN

Location: Ritz Carlton Foyer

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8:00 A.M.

BUSINESS EXHIBIT HALL OPEN

Location: Ritz Carlton Foyer

Sponsored by: **FSU** | **COLLEGE OF BUSINESS**

Browse through exhibit tables to learn more about each business. From major employers and service providers to retail and nonprofits each exhibitor will offer new information. Attendees will have the opportunity to participate in Exhibitor Bingo. Stop by each table and get your card signed and drop your completed card at the registration desk to win prizes throughout the weekend.

8:30 A.M.

GOLF TOURNAMENT

Location: Golf Club of Amelia Island

Sponsored by:  **TC FEDERAL BANK** EST. 1934

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, clubs, carts, welcome materials and warm up.

Interested in playing in this year's golf tournament or creating your team? Email Beth Pupke at bpupke@talchamber.com to learn more or to sign up.

1:30 P.M.

POWER PACK BUILDING WITH SECOND HARVEST

Location: Talbot Ballroom

Kickoff your Conference weekend with a family-friendly, team-building event. For the third year, we are teaming up with Second Harvest of the Big Bend to help create over 3,000 Power Packs for students in our Title 1 Elementary Schools.

PLATINUM SPONSORS:



FRIDAY, AUGUST 15, 2025

3:00 P.M.

Planning for Progress: Implementing Smart Growth Strategies in Tallahassee

Moderator: Jason Ghazvini, President, Premier Fine Homes

Panelists:

Richard Darabi, Shareholder, Moore Bass Consulting, Inc.

Karen Jumonville, Deputy City Manager, City of Tallahassee

Erin Tilton, Shareholder, Stearns Weaver Miller

Location: Santa Maria

Join us for an engaging and solutions-focused workshop that brings together key voices in development, growth management and land use planning. With recent updates to our Comprehensive Plan and through real-world examples paving the way for dialogue, the panel will highlight what's working, learn from successful case studies in other municipalities, collaborate on actionable steps and strategies, and spark a conversation that can lead to streamlined development and smart growth in our community.

4:00 P.M.

Trust First Marketing: The Secret Formula to Consumer Loyalty

Giavona Williams, CEO + Founder, Grova Creative

Sponsored by: ENGEL & VÖLKERS®

Location: Plaza II

Today's consumers aren't just buying products or services—they're buying HOW your brand or business makes them feel. In an era of shrinking attention spans and rising skepticism, brand loyalty has become a moving target. So, how do you make your brand stick? How do you get prospects to buy in?

This session explores the intersection of behavioral science and marketing, helping you establish trust-first relationships that extend beyond the transaction. Through real-world examples, relatable stories, and actionable insights, you'll learn how to influence decision-making, foster emotional connection, and create brand experiences that people don't just remember—they recommend.

You'll explore a practical framework built around the core drivers of trust: authenticity, shared values, social proof, behavioral cues, and timing. Walk away with low-cost, high-impact strategies to:

- Decode the subconscious forces driving consumer behavior
- Build trust-based messaging across every brand touchpoint
- Transform everyday interactions into moments of connection
- Increase your brand's Return on Relationship (RoR)

PLATINUM SPONSORS:



FRIDAY, AUGUST 15, 2025

5:30 P.M.

WELCOME RECEPTION

Location: Talbot Ballroom, Foyer and Colonnade

Sponsored by:



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

*** This reception will require a ticket for entry - all those that are fully registered for Conference will receive a physical ticket to each reception in their Conference welcome packet. If you have a guest/spouse joining you, they will need a ticket for entry as well. Additional tickets can be purchased by contacting Beth Pupke, Coordinator of Events, at bpupke@talchamber.com ***

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 Fernandina Beach for a multitude of restaurants for all types of taste buds.

PLATINUM SPONSORS:



SATURDAY, AUGUST 16, 2025

7:30 A.M.

BUSINESS EXHIBIT HALL OPENS

Location: Ritz Carlton Foyer

Sponsored by: 

Browse through exhibit tables to learn more about each business. From major employers and service providers to retail and nonprofits each exhibitor will offer new information. Attendees will have the opportunity to participate in Exhibitor Bingo. Stop by each table and get your card signed and drop your completed card at the registration desk to win prizes throughout the weekend.

8:00 A.M.

BREAKFAST & OPENING GENERAL SESSION

Location: Ritz Carlton Ballroom

Sponsored by: 
TALLAHASSEE
MEMORIAL
HEALTHCARE

Speakers:

Sha'Ron James, Chair, Greater Tallahassee Chamber of Commerce
Sue Dick, President/CEO, Greater Tallahassee Chamber of Commerce

Presenting Sponsor Highlight:

Premier Fine Homes

Keynote Speaker:

Ron Hetrick, Vice President & Senior Labor Economist, Lightcast

10:00 A.M.

COFFEE BREAK

Location: Plaza and Talbot Foyers

Sponsored by: 

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

PLATINUM SPONSORS:



SATURDAY, AUGUST 16, 2025

BREAKOUT WORKSHOPS SPONSORED BY:



10:15 A.M.

FIRST ROUND OF BREAKOUT WORKSHOPS

11:30 A.M.

SECOND ROUND OF BREAKOUT WORKSHOPS

WORKSHOP TOPICS, SPEAKERS, AND DESCRIPTIONS WILL BE INCLUDED AT THE END OF THE AGENDA AS THEY ARE CONFIRMED.

12:30 P.M.

LUNCH & GENERAL SESSION

Location: Ritz Carlton Ballroom

Sponsored by:



Presenting Sponsor Highlight:

Premier Fine Homes

Keynote Presentation:

Pushing Limits, Igniting Excellence: Unlocking the New Mindset of Success

We celebrate bold ideas, courageous leadership, and the kind of thinking that doesn't just keep up - but leaps ahead. In a fast-changing business landscape, it's easy to let past success keep us comfortable. But real growth - and real advantage - comes from something bolder: a mindset that welcomes smart risk-taking, fuels innovation, and sees challenges as launchpads. In this keynote, **2x TEDx speaker, Inc. Magazine columnist, and global Workplace Performance Expert Henna Pryor** delivers her signature high-energy style to introduce transformative mindset tools for modern professionals: including actionable strategies that help you push boundaries and make confident decisions without being held back by hesitation, emotion, or self-doubt.

You'll learn to:

- Identify the Mindset Monkey Wrenches holding you back from taking strategic risks
- Use Neutral Thinking to quiet the noise and lead with clarity
- Build a game plan to stay bold, creative, and ahead of the curve

PLATINUM SPONSORS:



SATURDAY, AUGUST 16, 2025

2:30 P.M.

ADJOURN

3:00 P.M.

PICKLEBALL TOURNAMENT

Location: Tennis Courts

Sponsored by:  

Grab your paddles and get ready for a fun-filled afternoon of pickleball action. With thrilling matches, great prizes and plenty of camaraderie it's an event you don't want to miss. If you're interested in signing up to play, email Beth Pupke at bpupke@talchamber.com.

3:30 P.M.

CORN HOLE TOURNAMENT

Location: Ocean Front Lawn

Sponsored by:  **Merrill Lynch**
Bank of America Corporation
David Montreals, Bobby Dick, Mark Webb, Kim Dixon, Clinton Alexander

Get ready for an afternoon of fun and friendly competition. Join us for a memorable day of cornhole excitement complete with prizes and refreshments. Interested in playing? Email Beth Pupke at bpupke@talchamber.com to sign up and create your team.

6:30 P.M.

DINNER ON YOUR OWN

8:30 P.M.

DESSERT RECEPTION

Location: Courtyard Lawn

ENTERTAINMENT:

Groove Merchants

Indulge in a delightful evening filled with decadent desserts, salty snacks, drinks, and live entertainment. Whether you have a sweet tooth or simply appreciate a good time, this event offers an opportunity to bring your family and connect with other attendees as we close out the evening.

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PLATINUM SPONSORS:



SUNDAY, AUGUST 17, 2025

8:30 A.M.

BREAKFAST & CLOSING SESSION

Location: Ritz Carlton Ballroom

Sponsored by: STEARNS WEAVER MILLER

Presenting Sponsor Highlight:

Premier Fine Homes

Keynote Speaker/Presentation:

Building the Future: Commercial Real Estate, Growth, and the Tallahassee Vision

Speakers:

Ed Murray, NAI TALCOR

Matt Thompson, For the Table Hospitality

Rodney Lewis, Architects Lewis + Whitlock

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

10:30 A.M.

ATTENDEES ADJOURNED

11:00 A.M.

HOTEL CHECKOUT

PLATINUM SPONSORS:



Topic: Tallahassee's Housing Supply: Today, Tomorrow, and the Future of Housing in our Community

Speakers: Brennon Clayton, P.E., Kimley-Horn
Jason Ghazvini, President, Premier Fine Homes
Nicholas Kent, President, Kent Development, LLC

With residential real estate demand on the rise, this session will delve into strategies and solutions to expand housing options in our city, including Single Family Housing, Multifamily Housing, and Infill Lots. Explore challenges, future growth, and innovative suggestions to boost housing availability. Don't miss this opportunity to engage with industry leaders and gain valuable insights into the future of housing in Tallahassee. Whether you're a developer, planner, or simply interested in the growth of our city, this workshop is for you!

Topic: Swimming With Sharks Without a Cage: Employment Law In 2025

Speaker: Bill Krizner, The Krizner Group

With growing amounts of employment-based litigation and a dramatic increase in governmental audits impacting local organizations, join us for a fun interactive look at the areas most likely to create costly legal exposure for your business. Topics to be covered will include understanding how to address artificial intelligence issues within your workplace, mitigating risk within key moments found in the employment life cycle, avoiding common mistakes involving employee leave, ensuring compliance under the new wage and hour laws, crafting key handbook policies, and complying with the new Pregnant Worker Fairness Act. This is a can't miss for business owners, chief executive officers, executive directors, and human resource professionals alike!

Topic: AI in Action: How Business Leaders Can Harness Opportunities Today

Speakers: Terrie Ard, President & COO, Moore, Inc.
JaBaree Allen, Founder & CEO, PhusionAI
Angela Long, Chief Engagement Officer, Tallahassee State College

Discover how artificial intelligence can transform your business. Join three industry experts as they explore the opportunities, challenges, and practical steps for AI adoption, from identifying where to start to implementing scalable solutions. Gain insights into everyday tools that boost efficiency, enhance customer experiences, and drive growth, paired with success stories and actionable tips. Whether you're new to AI or ready to integrate it into your business strategy, this engaging conversation will equip you with the knowledge and confidence to harness AI's potential. Walk away with actionable insights and leave inspired to start or elevate your AI journey!

PLATINUM SPONSORS:



Topic: Taking Flight with DISC: Building Relationships for Improved Results
Speaker: Denise Wilson, Chief Culture Officer, Capital City Bank

The Taking Flight with DISC program is a dynamic workshop where participants learn about themselves and others by linking DISC styles to four intuitive bird types: Eagles (Dominant), Parrots (Interactive), Doves (Supportive), and Owls (Conscientious). This engaging approach helps employees remember and apply the DISC model effectively, leading to better teamwork, communication, and overall results. The workshop includes activities to identify and adapt to different styles, enhancing self-awareness and collaboration within the organization. Participants leave with practical tools to improve interactions with colleagues and customers.

Topic: Talent Intelligence: What to do Now to Prepare for the Rising Storm
Speaker: Ron Hetrick, Vice President & Senior Labor Economist, Lightcast

As a follow-up to the opening keynote session, we will discuss all of the ways companies, governments, and community planners can limit the potential damage of the storm. All of this starts with talent (workforce) intelligence. What is it? What data points do you need? This will include knowing the increasing importance of skill sets, not only of your workforce, but also how the rest of society looks at the same jobs. We will cover career pathways and help you understand how you can help your best workers easily transition to their next career in your organization. What is the role of compensation? Benefits? It is important to know when you have leverage and when your workers do. To do this, you need to live in a world with context understanding, which economic data points matter, and which are simply noise.

Topic: The Future of TLH: Industry Council Shark Tank
Speakers: Bryan Gibson, CEO/Founder, i2X Solutions
Eddie Gonzalez Loumiet, Chairman, Ruvos
James Light, CEO, Precision Building & Renovating
Ricardo Schneider, Executive Advisor, Danfoss Turbocor

Be part of the conversation and help decide the path forward for our community. Join us for this high-energy session where Tallahassee's top business leaders, policy makers, and economic development experts come together to help shape the region's future. Each Industry Council will pitch bold, forward-thinking initiatives aimed at driving economic growth, with attendees acting as engaged stakeholders who will vote on the most impactful ideas. This unique experience empowers you to influence Tallahassee's trajectory!

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