



PRESENTED BY:

FSU Health

THURSDAY, AUGUST 13, 2026

2:00 P.M.

CONFERENCE REGISTRATION DESK OPEN

Location: Ritz Carlton Foyer

Sponsored by:

CARROLL and COMPANY
Certified Public Accountants
(850) 877-1099
www.ccrepa.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 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:





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FSU Health

FRIDAY, AUGUST 14, 2026

8:00 A.M.

CONFERENCE REGISTRATION DESK OPEN

Location: Ritz Carlton Foyer

Sponsored by:

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

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

8:00 A.M.

BUSINESS EXHIBIT HALL OPEN

Location: Ritz Carlton Foyer

Sponsored by: **JACKSON FINANCIAL GROUP**
Professional Wealth Management with Integrity and Caring

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:

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, Director of Events 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.

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SATURDAY, AUGUST 15, 2026

7:30 A.M.

BUSINESS EXHIBIT HALL OPENS

Location: Ritz Carlton Foyer

Sponsored by: 
Professional Wealth Management with Integrity and Caring

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:

Eddie Gonzalez Loumiet, Chair, Greater Tallahassee Chamber of Commerce
Michael Dalby, President/CEO, Greater Tallahassee Chamber of Commerce

Presenting Sponsor Highlight:

FSU Health

Keynote Speaker:

Joe Mariani, Research Senior Manager, Deloitte Center for Government Insights

10:00 A.M.

COFFEE BREAK

Location: Plaza and Talbot Foyers

Sponsored by: 
Grimsley &
Company CPAs

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

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SATURDAY, AUGUST 15, 2026

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:

FSU Health

Keynote Speaker:

Don Yaeger, President, Greatness, Inc.

A Hall of Fame keynote speaker, leadership coach, and 13-Time New York Times bestselling author with 7+ million books sold. An acclaimed storyteller, he helps organizations build cultures of greatness through lessons drawn from sports and business elite.

2:30 P.M.

ADJOURN

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FSU Health

SATURDAY, AUGUST 15, 2026

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, Director of Events at bpupke@talchamber.com.

3:30 P.M.

CORN HOLE TOURNAMENT

Location: Ocean Front Lawn

Sponsored by:



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, Director of Events 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

Sponsored by:



ENTERTAINMENT:

850 Band

Indulge in a delightful evening filled with desserts, snacks, drinks and live entertainment. This event offers an opportunity to bring your family and connect with other attendees as we close out the evening.

*** 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, Director of Events, at bpupke@talchamber.com ***

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SUNDAY, AUGUST 17, 2025

8:30 A.M.

BREAKFAST & CLOSING SESSION

Location: Ritz Carlton Ballroom

Sponsored by: **STEARNS WEAVER MILLER**
50 YEARS

Presenting Sponsor Highlight:
FSU Health

Join us as we close out this year's conference with a two-part session bringing together leading voices in commercial development, planning, and homebuilding to explore how Tallahassee and the broader region are experiencing growth, not just through new housing, but through strategic, large-scale community development that drives economic momentum and long-term investment.

The Economic Engine: Commercial Growth, Downtown Activation & Market Demand

Moderated by Ed Murray and Slayton Murray of NAI TALCOR, the opening segment focuses on examining how office, retail, and mixed-use development, along with a renewed emphasis on downtown, are responding to evolving workforce trends and helping attract employers and talent. This conversation provides critical context for understanding how commercial activity signals future growth and sets the foundation for new community development across the region.

From Neighborhoods to Ecosystems: The Power of Master-Planned Communities

Building on this foundation, the second segment, **featuring Grady Miars of GreenPointe, Joe Everson of DR Horton, and Richard Darabi of Moore Bass Consulting**, expands the conversation to the broader impact of thoughtfully designed communities, highlighting how developments like Talis Trails integrate amenities, infrastructure, and placemaking to create lasting economic value. Panelists will offer perspectives spanning local, regional, and statewide markets, including DR Horton's continued expansion across the Florida panhandle, and how these trends translate into job creation, business growth, and enhanced quality of life.

Together, these two segments provide a comprehensive look at how commercial investment and master-planned communities work in tandem to shape Tallahassee's future as a competitive and thriving regional hub.

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10:00 A.M.

CLOSING COMMENTS & CONFERENCE GIVEAWAYS

Michael Dalby, 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

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BREAKOUT SESSIONS

IGNITING FSU: Recruiting, Growing, and Creating High-Tech Startups in the Tallahassee Region

Moderator: Valerie McDevitt, Associate VP for Strategic Partnerships and Innovation, Florida State University
Panelists: Joshua DeGraff, CEO, Feel With Me, LLC
Claudio Bucur, CEO & CTO, Piersica, Inc.
Alberto Lopez, CEO, Sunfish, Inc.

Join us for an engaging panel discussion featuring technology-based startups participating in IGNITE Tallahassee. Founders will share insights into their companies, including why they chose Tallahassee and the IGNITE FSU program, how they are growing, and what support they need from the business community. Attendees will also learn about the IGNITE FSU program and its role in supporting startups across the region—from relocating companies to community-based ventures and Florida State University spinouts.

Beyond County Lines: The Power of Regional Collaboration in Economic Development

Moderator: Michael Dalby, President & CEO, Greater Tallahassee Chamber of Commerce
Speakers: Jennifer Conoley, President/CEO, Florida's Great Northwest
Jeff Hendry, Executive Director, North Florida Economic Development Partnership

Partnerships and collaboration are the engines of modern economic development. In this session, we're moving beyond the map to look at the power of the regional model. Hear from leaders to two regional economic development organizations surrounding Tallahassee as they share real-world success stories of multi-county collaboration. We will dive into the mechanics of building a stronger, unified region and explore how collective efforts strengthen every community's individual competitiveness. Discover how moving beyond county lines creates a rising tide that truly lifts all boats.

Reading the Future: Using Education Data to Strengthen Talent, Trust, and Economic Growth

Speakers: Shelly Bell, Vice President, Workforce Development, Tallahassee State College
Marcus Nicolas, President, ESPMedia
Emily Šaras, PhD, Chief Executive Officer and Data Scientist, Knowli, Corp.

Education data tells a powerful story about a community's workforce pipeline, economic resilience, and long-term opportunity when it is understood and used well. This session centers on the Education Data Dashboard developed through the ASPIRE program and its newly refreshed 2026 data, using it as a lens to connect local education outcomes with workforce and community priorities. Attendees will explore how shared, transparent data can elevate conversations among employers, educators, and civic leaders, moving beyond headlines to reveal trends, gaps, and opportunities over time. Participants will walk away with a clearer understanding of how to interpret education data, how storytelling and tools like data walks can spark more meaningful dialogue, and how to apply these insights to inform decisions, partnerships, and strategies that strengthen the future talent pipeline and the broader community.



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BREAKOUT SESSIONS

Sports as an Economic Engine: Driving Growth Through Tourism and Events

Moderator: Tonja Ward, Co-Founder & Executive Director, Charlie Ward Champions Ranch
Panelists: Dr. Ashlee Fontes, Founder & CEO, TLH Reckoning
Kerri Post, Director, Visit Tallahassee
Ben Zierden, Senior Associate Athletics Director for Operations, Florida State University

Sports are far more than competition, they are a proven catalyst for economic growth, tourism, and community pride. This engaging session brings together local leaders who are actively shaping Tallahassee's evolving sports ecosystem to share compelling, real-world examples of how teams, facilities, and events are attracting visitors, generating revenue, and elevating the region's profile as a destination. Attendees will hear how communities are building and sustaining sports franchises, securing major tournaments and championships, collaborating with universities and private partners, and creating standout facilities and fan experiences that draw regional and national audiences. Spanning everything from soccer and volleyball to swimming, rodeo, and global-caliber events, this conversation offers an inside look at how a coordinated, community-driven approach can turn sports into a powerful and lasting economic driver, and why participation in this momentum matters now.

Navigating the Tallahassee Housing Market: Trends, Challenges, and What's Next

Moderator: Steven Louchheim, CEO, Tallahassee Board of REALTORS®
Panelists: Susan Byler, Keller Williams Town & Country Realty & President Tallahassee Board of Realtors
Christie Perkins, Coldwell Banker Hartung
Kristina Petrandis, Premier Fine Homes

Gain a comprehensive, real-world perspective on today's residential real estate landscape in this informative workshop designed for buyers, sellers, investors, and industry professionals. Attendees will explore how the Tallahassee MSA market compares to broader Florida trends and what that means for making informed decisions in today's environment. The session will break down key factors impacting transactions, including mortgage rates, insurance considerations, and common hurdles related to inspections and appraisals, giving participants practical knowledge they can immediately apply. We'll also dive into emerging trends in new construction and remodeling, helping you understand where opportunities may lie. Looking ahead, a forward-thinking discussion will examine potential market shifts and predictions, because everyone needs to bring their "crystal ball." Additionally, the workshop will touch on the evolving rental market, highlighting challenges and considerations for both renters and landlords. By the end of this session, attendees will walk away with a clearer understanding of current conditions, potential risks, and actionable strategies to confidently navigate the residential real estate market.

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