



CONFERENCE AGENDA



WEDNESDAY, JUNE 11, 2025 | HYATT HOTEL, DOWNTOWN ST. PETE

Time	Location	Event
5:00pm – 7:00pm	HYBar	Registration Open
5:00pm – 7:00pm	HYBar	Welcome Reception



DAY 1 : THURSDAY, JUNE 12, 2025 | THE JAMES MUSEUM

Time	Location	Event
8:00 AM – 5:00 PM	Arroyo	Registration Open
8:00 AM – 9:00 AM	Mesa	Networking and Coffee
9:00 AM – 9:30 AM	Mesa	Welcome & Opening Remarks Chris Steinocher , <i>President and CEO of St. Petersburg Chamber</i> Dr. Susan Fiorito , <i>Dean of the Jim Moran College of Entrepreneurship at Florida State University</i>
9:30 AM – 10:30 AM	Mesa	Morning Keynote Ramon Ray , <i>Entrepreneur & Author</i>
10:30 AM – 10:45 AM	—	Break 1
10:45 AM – 11:45 AM	Auditorium	Breakout Session 1 Compensation Strategies: Incorporating Growth & Employee Ownership <i>Robin Vernon</i>
	Mesa 1	Workplace Culture <i>Steven Edwards</i>
	Mesa 2	Navigating Business Real Estate <i>Bob Breslau</i>
11:45 AM – 12:00 PM	Mesa	Break 2 and Lunch
12:00 PM – 1:00 PM	Mesa	Lunch Keynote Coach Charlie Ward , <i>Motivational Speaker, Heisman Trophy Winner, Former NBA Player, FAMU Men's Head Basketball Coach</i>
1:00 PM – 1:30 PM	—	Break 3
1:30 PM – 2:30 PM	Auditorium	Breakout Session 2 Succession Planning (Panel) <i>Moderator: Robin Vernon</i> <i>Panelists: Jamie Klingman and William Green</i>
	Mesa 1	Get More Customers with (Positive) Consumer Reviews <i>Bryan Oglesby and Cliff Kurt</i>
	Mesa 2	Financial Foundations <i>Adam Taylor</i>

DAY 1 CONTINUED: THURSDAY, JUNE 12, 2025 | THE JAMES MUSEUM

Time	Location	Event
2:30 PM – 2:45 PM	—	Break 4
2:45 PM – 3:45 PM	Auditorium	Breakout Session 3 How to Use Marketing Trends to Your Advantage <i>Giavona "G" Williams</i>
	Mesa 1	Franchise and Scale Your Business for Replication <i>Sarah Bolinder</i>
	Mesa 2	Pricing Models for a Successful Business <i>Roslyn Rice</i>
3:45 PM – 5:00 PM	—	Self-Guided Tour & Explore Museum
5:00 PM – 7:00 PM	Arroyo & Canyon	Western-Themed Networking Reception Line Dancing by <i>The A.Y.E. Team</i>



DAY 2: FRIDAY, JUNE 13, 2025 | THE JAMES MUSEUM

Time	Location	Event
8:30 AM – 1:00 PM	Arroyo	Registration Open
8:30 AM – 9:00 AM	Mesa	Networking and Coffee
9:00 AM – 10:00 AM	Auditorium	General Session 1 AI-Powered Content Strategy <i>Moniek James</i>
10:00 AM – 10:15 AM	—	Break 5
10:15 AM – 10:30 AM	Auditorium	Sponsor Remarks Better Business Bureau - <i>Bryan Oglesby and Cliff Kurt</i>
10:30 AM – 11:30 AM	Auditorium	General Session 2 (Panel) Artificial Intelligence and Your Business <i>Moderator: Bill Lickson</i> <i>Panelists: Alex Oliveira, Erick Solms, and Kathy Durfee</i>
11:30 AM – 11:35 AM	Auditorium	Sponsor Remarks WorkGroup Payroll, Inc. - <i>Allen Bornstein</i> Sprinkler Guard - <i>Ken Kwiatkowski</i>
11:35 AM – 12:00 PM	Mesa	Break 6 and Lunch
12:00 PM – 1:00 PM	Mesa	Lunch Keynote Jessica Harvey , CEO of <i>Guy Harvey Foundation</i>
1:00 PM – 1:15 PM	—	Break 7
1:15 PM – 2:00 PM	Auditorium	JMI 30 Awards
2:00 PM	Auditorium	Closing Remarks

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