



# Collaboration Diversity Prosperity

## PUTTING TAMPA BAY ON THE MAP

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### Plenary Session Events

- \* Breakfast Plenary & Keynote Address
- \* 3 Tracks: 9 Workshops
- \* Keynote Lunch
- \* Speed Networking
- \* International Summit
- \* Cultural Reception, IBS Diversity Awards, Cultural Entertainment

**Date:** Thursday, 11 March 2010  
**Venue:** Higgins Hall, 5221 N. Himes, Tampa FL 33617 (Cnr Hillsborough - inside St Lawrence School. Stand-alone conference)  
**Times:** 8.30 a.m. - 6.45p.m.

### International Panel

- \* Dr Maria Crummett (Chair) USF Dean of International Affairs
- \* David Armijo CEO, HART
- \* Frank Hibbard, Mayor of Clearwater and Vice Chairman of TBARTA
- \* Noah Lagos: Executive Director, St. Petersburg-Clearwater International Airport
- \* Louis Miller: Executive Director, Tampa Bay International Airport
- \* Richard Wainio: CEO/Port Director of Tampa Port Authority

### Plenary Speakers

- \* Pam Iorio: Mayor of Tampa
- \* Dr. Rengen Li: Global Supplier Diversity Manager at The Coca-Cola Company.
- \* Brent Willis: International Executive: Lunch Keynote.
- \* Gene Gray: Director of Hillsborough County Dept of Economic Development
- \* Mike Meidel: Director of Pinellas

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10.05 a.m. Getting Talented Teams in Place. Fowler White guides businesses and people through the legalities of working in Tampa Bay. Sponsor: Tampa General Hospital	Communicating Across Distances and Differences. Essential skills to communicate effectively in a diverse and global world. Competency & Performance Solutions	The Wealth We Have: 101 Reasons to do work, live and do business in and with Tampa Bay and the Suncoast region. Presenter: Jamie Kenney. Sponsor: Ikea.
11.10 a.m. Easier Together. Business incubators, soft landing programs. Help, support, and collaborative resources. Presenter/Sponsor: USF Polytech, Lakeland, Blue Skies/Soft Landings.	The Bi-National Advantage: The Presidents of Tampa Bay's bi-national organizations offer practical resources and opportunities. Sponsor: Bighthouse.	Putting Your Business on the Map in Tampa Bay: State-of-the-art techniques in marketing. Speaker: Mike Vorel. Sponsor, Adzzoo.
1.30 p.m. The People We Need: Tampa Bay's educators vision of the development of 21st century international business people.	The Role of Minority Businesses in Tampa Bay. The bottom line business case for working with small, minority, women and veteran owned business, and how this adds up to major money. Malik Ali of FMSSDC. Sponsor: The Nielsen Company.	Making Green by Going Green: Sustainability and green innovations as a route to prosperity. John Wakefield, ECO2 Asset Solutions.

