

# IBS Schedule: 2010: Putting Tampa Bay\* on the Map

[www.ibsummit.org](http://www.ibsummit.org)

\*Tampa Bay is a mega-region so Lakeland, Sarasota/Bradenton will be well represented.

8.30 Registration

Date: Thursday, 11 March 2010

9 am Bagpipes and Welcome: Mayor Iorio

Venue: Higgins Hall, 5221 N. Himes, Tampa FL 33617 (Cnr

First plenary: Dr Rengen Li: Coca Cola.

Hillsborough, stand-alone conference center inside St Lawrence School)

Topic: How small business and big business can work together.

Times: 8.30 a.m. - 6.30/7.00 p.m.

Breakout sessions: Mix and match

Collaboration	Diversity	Prosperity
10.05 a.m. Communicating Across Distances and Differences. Essential skills to communicate effectively in a diverse and global world. Glynis Ross-Munro, Competency & Performance Solutions.	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 FMSDC. Sponsor: The Nielsen Company.	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, Tampa General Hospital.
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. Didier Rousseliere	The Bi-National Advantage: The Presidents of Tampa Bay's bi-national organizations offer practical resources and opportunities. Sponsor: Brighthouse.	Putting Your Business on the Map in Tampa Bay: State-of-the-art techniques in marketing. Speaker: Tampa Bay marketing consultant Mike Vorel. Sponsor, Adzzoo.
12.15: Lunch with Keynote Speaker: Brent Willis: International Executive		
1.30 p.m. Sustaining competitive advantage through higher triple bottom line performance Dr. Aarti Sharma, USF Business School. Sponsor SBA.	Getting Talented Teams in Place. Fowler White guides businesses and people through the legalities of working in Tampa Bay. Sponsor: Tampa General Hospital	Making Green by Going Green: Sustainability and green innovations as a route to prosperity. John Wakefield, ECO2 Asset Solutions. Sponsor: The Nielsen Company.
2.40 p.m. Speed Networking (Try it - you'll have a lot of fun!)		
3.45 p.m. International Panel: Transport and Transit:  Panelists:	Dr Maria Crummett (Chair) USF Dean of International Affairs Tim Garling, CEO, PSTA (Pinellas Transport Authority) 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	
5.00 p.m. Cultural Reception  Heavy hors d'oeuvres and full, free open bar (5pm - 7pm)  Summary: Gene Gray: Director of Hillsborough County Dept of Economic Development and Mike Meidel: Director of Pinellas Diversity award, presented by Grant Peterson of Ogletree Deakins, President of IBS, and BABC. Cultural entertainment: The Swedish American Chamber.		