

4<sup>TH</sup> ANNUAL

# GROW PASCO

MARCH 14, 2024

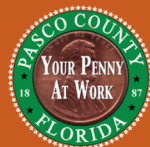
SAINT LEO UNIVERSITY  
WELLNESS CENTER



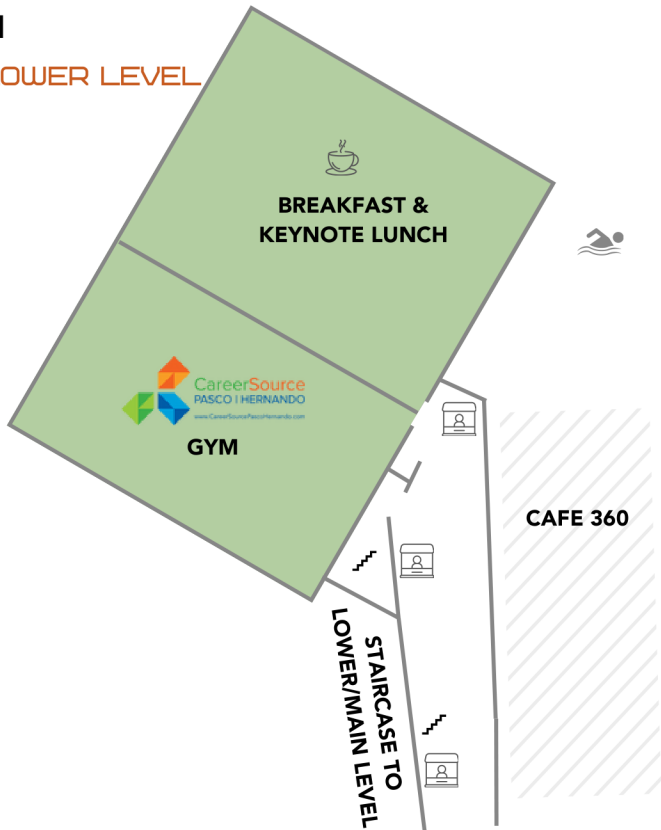
PASCO EDC  
NORTH TAMPA BAY, FLORIDA®



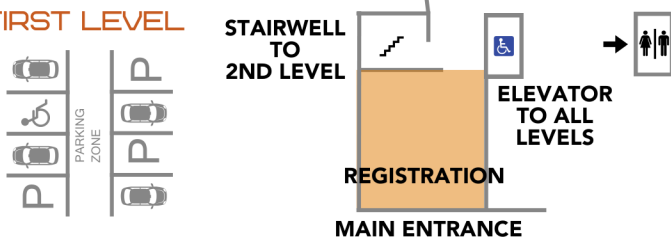
SMARTSTART  
A PASCO EDC PROGRAM®



LOWER LEVEL



FIRST LEVEL



SECOND LEVEL



EVENT MAP LEGEND

- STAIRS
- ELEVATOR ACCESS
- VENDOR BOOTHS
- COFFEE
- FIRST LEVEL
- LOWER LEVEL
- SECOND LEVEL

ADDITIONAL EVENT INFORMATION

- **WIFI:** SLUEVENT
- **PASSWORD:** Lions2023
- Your breakout session schedule is on the back of your name badge, so please be sure to attend the classes you registered for
- Breakfast pastries will be available from 8:00 - 8:45 AM
- Coffee and water service available all day
- Jon's Gourmet @ Cafe 360 will be open for snacks at 11:00 AM
- Exhibitors are located on both the lower and second levels, so be sure to stop by their booths
- Speakers: please feel free to take a break or prepare for your presentation in the second level speaker lounge
- Tag us in any photos from today  
@SMARTstartPasco  
#GROWPasco2024

ARE YOU CONNECTED WITH US?

A set of social media icons including Facebook, X, LinkedIn, and Instagram. To the right is a QR code with a lightbulb icon inside, and the word "CONNECT" below it.

# KEYNOTE PRESENTATION LUNCH 12:15 - 1:15 PM

2

## LEAD YOUR WAY TO ENTREPRENEURIAL SUCCESS

**Colonel Jay Powers, Chief Operating Officer, Tampa Bay Wave**



Hear from Colonel Jay Powers as he discusses how leadership and self-care underpin organizational growth and success.

### ABOUT COLONEL JAY POWERS

Jay Powers is a 26-year Army veteran who retired in 2022 as a Green Beret colonel leading in the Joint Special Operations community. He has extensive leadership, operations, and planning experience from working in a myriad of cross functional teams dealing with exceptionally complex interagency and international security problems.

After the Army, Jay began consulting, coaching, teaching, and speaking on leadership. He teaches leadership at the University of South Florida Office of Corporate Training and Professional Education and is the Chief Operating Officer for the Tampa Bay Wave. Tampa Bay Wave is a non-profit organization recognized as Florida's #1 accelerator with over \$800 million raised by the companies they support and more than 4,500 jobs created by helping technology-focused founders realize their personal, strategic, or philanthropic goals.

**ROSIE PAULSEN**

Rosie Paulsen Enterprises

**A ÑEQUE MINDSET****Habitat for Humanity Room (#202)**

Learn strategies on building your purpose while building your successful business - so you can truly get what you want.

**THOMAS GIELLA**

Complete IT Corp. Service &amp; Solutions

**FROM CYBER TO PHYSICAL****Florida SBDC Room (#212)**

Learn from a technology expert on the best practices to using technology to deter risks to your business.

**PASCO ENTERPRISE NETWORK****CareerSource Pasco Hernando Room (GYM)**

Learn about all of the resources available for entrepreneurs and small businesses in the Greater Pasco County area.

**JOSE MELGAR**

SCORE Pasco Hernando

**AMARIS PAPADOPOLOUS**

Pasco County Libraries

**TOM MUDANO**

AmSkills, Inc.

**VICKI WIGGINS**

Zephyrhills Chamber of Commerce

**MARIANNE BRAWER**

CareerSource Pasco Hernando



# SESSION NOTES

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**TRACY INGRAM**  
Intention Technology

## HIRE AI BEFORE IT HIRES YOU!

**Florida SBDC Room (#212)**

Learn about real world examples and tools to use Artificial Intelligence to scale your business starting now and get ahead of the curve of the newest trend in technology.



**DEB MAZZAFERRO**  
CoachMaz.com

## ELEVATE YOUR SALES GAME

**Habitat for Humanity Room (#202)**

Discover proven sales growth strategies from Coach Maz for scaling your B2B business, using positive intelligence, sales team tactics, values-based pricing and more.

## DIGITAL MARKETING 2024

### CareerSource Pasco Hernando Room (GYM)

Hear from an expert panel on the newest tactics, trends, and threats on getting your message out in the ever-changing digital world.

**BETH DEVINE**  
Devine Solutions Group



**BRIAN DEMPSEY**  
Bright Tribe Smart Marketing



**SHELLY CASSIN**  
Just Market It



**BRAD DEBEAUBIEN**

Shumaker, Loop, and Kendrick LLP

**EMPLOYMENT LAW ESSENTIALS  
FOR STARTUPS****Florida SBDC Room (#212)**

Learn the vital tips to ensuring proper hiring and employment practices from an expert attorney to safeguard your venture as you grow.

**WILLIAM KREMNER**

Advanced Advisory Services, LLC

**DON'T LEAVE PROFITS  
ON THE TABLE****Habitat for Humanity Room (#202)**

Discover the hidden revenue that already exists in your business today using proven tactics that this profitability coach has duplicated time and again with clients large and small.

**BOOM! A PANEL****CareerSource Pasco Hernando Room (GYM)**

Grow your business through making an impact on your community!

**REGAN WEISS**

43 Inc.

**MARCIA KOZERA**

Lighthouse HR

**TYLER HARTIGAN**

The Collaboratory

**RYAN OWENS**

Ryno Creative Media







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**LINDSEY HACK**  
Spherion Staffing Services

## NAVIGATING EMPLOYMENT PRACTICES

**Florida SBDC Room (#212)**

Learn about the nuances of temporary hiring, the distinction between 1099 and W2 classifications, and gain valuable tips on fostering team building within your organization.



**JOHN GRADEN**  
Blackbeltcoach.com

## HOW TO DELIVER KNOCKOUT PRESENTATIONS

**Habitat for Humanity Room (#202)**

Learn how to turn your information into inspiration with these great presentation skills.

## DOING IT RIGHT

**CareerSource Pasco Hernando Room (GYM)**

Starting and growing a business can be done haphazardly or it can be done right. Learn tips and tricks on avoiding pitfalls and walking a sound path in your venture.



**SAM ROCKWELL**  
Raymond James



**DEREK USMAN**  
Usman Law Firm



**KEISHA TEAGUE**  
Paylocity



**TIM WAKEHAM**  
Maxum Consultants



**REGAN WEISS**  
43 Inc.

## MARKETING STRATEGIES ENERGY

### Habitat for Humanity Room (#202)

Bring your personal energy, the energy of your champions, and the energy of your community together to grow your marketing beyond what you could do alone.



**DAVID PONRAJ**  
Economic Impact Catalyst

## DON'T GO IT ALONE

### Florida SBDC Room (#212)

Learn how to tap into your entrepreneur ecosystem, tools, resources, and funding sources so that you don't have to do it alone, even if you're currently a solo entrepreneur.

## LOANS AND VENTURE AND ANGEL, OH MY!

### CareerSource Pasco Hernando Room (GYM)

Navigating the pros and cons of various types of capital. And... when should you seek what type?

**RAFAEL LOHNER**  
Florida Institute



**BRAD OWENS**  
Florida SBDC @ USF

**SCOTT KELLY**  
Black Dog Venture Partners







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# CURRENT MEMBERS



SMARTSTART  
A PASCO EDC PROGRAM

14

3D Musketeers  
Angel Kirkland Company  
Abreu Environmental, LLC  
Adelson Digital, LLC  
Apence Enterprises, LLC  
Bean Buggy  
Bee Ready 4 Anything, LLC  
Bembies  
ByHISdirection Enterprises, LLC  
Cakesist  
Canary Detections  
Career Focus  
ContinuousTouch, LLC  
Dasinfomedia, INC  
Defense1Stop  
Dirty Habit Cocktails, LLC  
Dre's Island Food Service, LLC  
Edrupt Learning, LLC  
Ellos Catering  
Evolve Enterprises, LLC  
Fraud Doctor, LLC  
Glamtumi, LLC  
Golfers Inbound  
Hearty Homestyle  
HexaNova, LLC  
Hey Mon Caribbean Cooking Magic, LLC  
InfoClaims Public Adjusters, LLC  
Joe Cannizzo Business Coach  
Jons Gourmet Products, LLC  
Keys to Castles Group, LLC  
Kreyolli Flavors, LLC  
LifeANew Resources, LLC  
Made Wick Love, LLC  
Maggie's Snow Shoppe  
Magic Cake Bakery  
Monique's Soul Food Café  
MZ. Lett's Kitchen, LLC  
New Tradition Kitchen, LLC  
Obando Consulting, LLC  
Panacea Therapy Co, Inc  
Practical Assurance Consulting, LLC  
Prestige Partners Consulting, LLC  
Pussetto, LLC DBA Reva Spaces  
Queen Chef Catering  
Raven Makerspace, LLC  
Rojas Tamales Company, LLC  
Safety and Certification Training, LLC  
Starr Justice Law Firm, PLLC  
STEMpower, LLC  
Sunny J Farms  
Tenique Designs, LLC  
The Acting Studio Enrichment Academy, LLC  
The Alexandria Group, LLC  
The Good Tutor, LLC  
The Lit Advocate, LLC  
The Plantain Man, LLC

## 56 MEMBERS

HIGHEST NUMBER OF MEMBERS TO DATE!

Gain access to three centers countywide!



# THANK YOU SPONSORS



PASCO EDC  
NORTH TAMPA BAY, FLORIDA



## BREAKOUT SESSION



## EXHIBITOR



## SWAG BAG

Economic Impact Catalyst  
Mihara & Associates

# PASCO ENTERPRISE NETWORK THANK YOU TO OUR RESOURCE PARTNERS

