

5TH ANNUAL  
**GROW**  
**PASCO**

BROUGHT TO YOU BY



MARCH 20, 2025

SAINT LEO UNIVERSITY  
WELLNESS CENTER



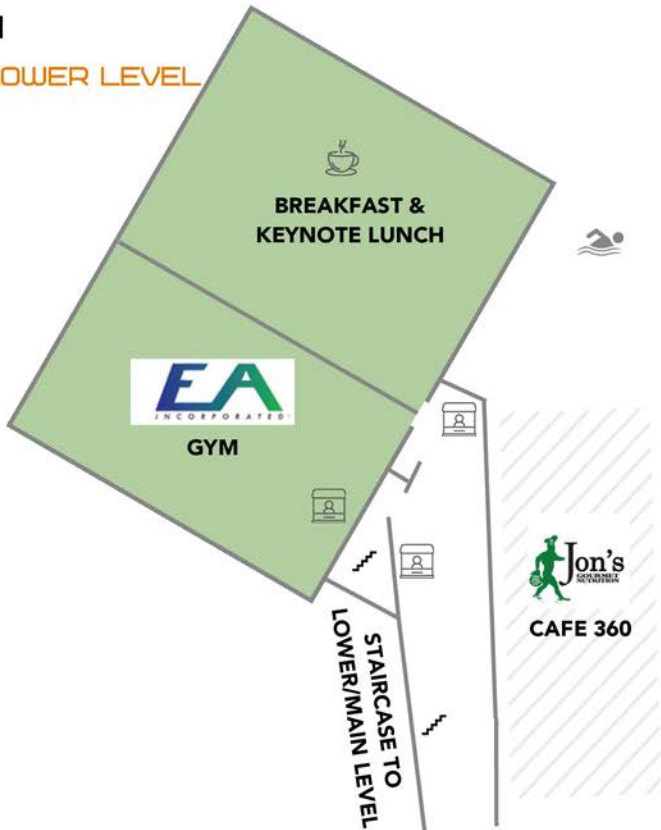
PASCO EDC  
NORTH TAMPA BAY, FLORIDA



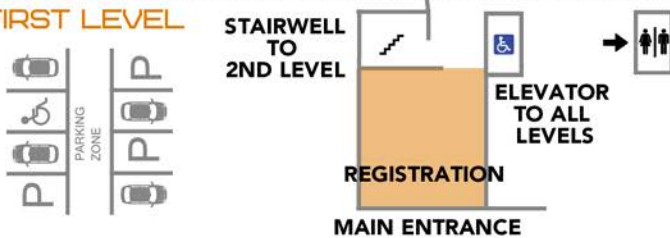
SMARTSTART  
A PASCO EDC PROGRAM ©



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:** Lions2025
- 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 and in the gym, 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  
#GROWPasco2025

ARE YOU CONNECTED WITH US?

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

# KEYNOTE LUNCH 12:15-1:15PM

## WELLNESS AND COMMUNITY

### E-Assessments Room (GYM)

Join us for an inspiring discussion on the power of mental health and community support.

**Johnny Crowder,**  
**Founder & CEO of Cope Notes**



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in-part by



## ABOUT JOHNNY CROWDER

Johnny Crowder is a suicide/abuse survivor, TEDx speaker, touring musician, Certified Peer Recovery Specialist, and the Founder & CEO of Cope Notes, a text-based mental health platform that provides daily support to users in nearly 100 countries around the world. Armed with a decade of clinical treatment, a psychology degree from the University of Central Florida, and 10+ years of peer support and public advocacy experience through the National Alliance on Mental Illness (NAMI), Johnny's youthful vigor for mental health has impacted millions of lives across the globe.

Since his first keynote in 2011, Johnny's refreshingly candid perspective has attracted praise from hundreds of outlets, including Upworthy, Entrepreneur Magazine, Forbes, and even CNN World. Whether leading corporate wellness trainings or touring with his Billboard-charting heavy metal band, Prison, his infectious positivity and firsthand experience with multiple diagnoses uniquely equip him to provide realistic insight and inspiration amidst the pains of hardship with care, levity, and unconventional wit.



## ELEVATE YOUR SALES GAME

**CareerSource Pasco Hernando Room (202)**

Deb Mazzaferro will share proven strategies to boost your sales performance and close more deals.

**DEB MAZZAFERRO**

CoachMaz.com



## LOCATION, LOCATION, LOCATION

**The Florida High Tech Corridor Room (212)**

Heidi Tuttle-Beisner will reveal how the right location can make or break your business success.

**HEIDI TUTTLE-BEISNER**

Commercial Asset Partners Realty

## EMERGING TECH TRENDS

**E-Assessments Room (GYM)**

Industry leaders will discuss the latest innovations shaping business, technology, and entrepreneurship.



**TOM PERRICONE**

Invincia



**DAVID YOCUM**

Space Bus Tours



**CAL TIGER**

Tiger Ventures



**JAY SAINT JOY**

Gruber Plastic Surgery



Share your experience @SMARTstartPasco #GROWPasco2025

# SESSION NOTES

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# SESSION II 10:15 - 11:00 AM



## MARKETING STRATEGIES

### E-Assessments Room (GYM)

Regan Weiss will break down cutting-edge marketing techniques to grow your brand and reach more customers.

#### REGAN WEISS

43 Inc.



## BECOME THE BOSS

### OF YOUR SUCCESS

#### The Florida High Tech Corridor Room (212)

Rosie Paulsen will empower you with tools to take control of your entrepreneurial journey.

#### ROSIE PAULSEN

Rosie Paulsen Enterprises

## WELLNESS FOR ENTREPRENEURS

### CareerSource Pasco Hernando Room (202)

Experts will explore how mental, physical, and emotional wellness fuel entrepreneurial success.



#### VIVIAN BELL

Minding  
What Matters



#### DR. SH'NAI SIMMONS

Community Victory



#### JULIAN FORD

Farm Basket



#### MARCIA KOZERA

Lighthouse  
HR Consulting



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# SESSION III 11:15 - 12:00 PM



## FROM TACTICS TO TRIUMPH CareerSource Pasco Hernando Room (202)

Jose Melgar will share practical negotiation tactics to achieve win-win outcomes.

**JOSE MELGAR**  
SCORE Pasco Hernando



## SPEAK WITH PEOPLE The Florida High Tech Corridor Room (212)

Learn how to communicate confidently and build authentic connections.

**JASON RAITZ**  
Speak With People

## PASCO 2030 AND BEYOND

### E-Assessments Room (GYM)

Learn how the digital, physical and small business landscape of Pasco County will change over the next 5 years.



**TOM RYAN**  
Pasco EDC



**TRACY INGRAM**  
NeuroEM Therapeutics, Inc



**AUSTIN BURKETT**  
Burkett Ace Hardware



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# SESSION NOTES

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# SESSION IV 1:30 - 2:15 PM



## AI AND LINKEDIN

**CareerSource Pasco Hernando Room (202)**

Learn how to leverage AI to optimize your LinkedIn presence and expand your reach.

**DONALD H. NOBLE**

Accelebron



## ENGAGE WITH YOUR ENTREPRENEURIAL ECOSYSTEM

**The Florida High Tech Corridor Room (212)**

Learn how to tap into local networks and resources for business growth.

**DAVID PONRAJ**

Economic Impact Catalyst

## COMMUNITY RESOURCES FOR SMALL BUSINESS

**E-Assessments Room (GYM)**

Learn about key programs and partnerships available to help your business thrive.



**AMARIS HAYNES**

Pasco County  
Libraries



**JOSE MELGAR**

SCORE  
Pasco Hernando



**BRAD OWENS**

Florida SBDC  
at USF



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## FINANCIAL PROJECTIONS

### CareerSource Pasco Hernando Room (202)

Brad Owens will walk you through creating realistic, growth-oriented financial projections.

#### BRAD OWENS

Florida SBDC at USF



## RAPID CONFIDENCE

### The Florida High Tech Corridor Room (212)

Learn quick techniques to boost confidence in any professional setting.

#### JOHN GRADEN

Blackbeltcoach.com

## DIGITAL AND PRINT MARKETING

### E-Assessments Room (GYM)

Experts will discuss how to blend digital and print marketing for maximum impact.



#### BETH DEVINE

Devine Solutions Group



#### SHELLY CASSIN

Just Market It



#### KENT ROSS

RP&G Printing



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# SESSION NOTES

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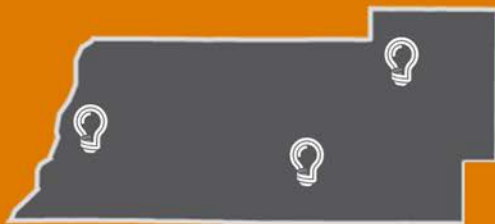


- 3D Musketeers
- A Whole Lotta Nadas, LLC
- Abreu Environmental, LLC
- Adelson Digital
- Appia System, LLC
- Bean Buggy
- Bee Ready 4 Anything, LLC
- Beverage Boutique, LLC
- Blue Crow Espresso
- ByHISdirection Enterprises, LLC
- Canary Detections
- Career Focus
- CareerFoundry
- Carol's Kitchen, LLC
- Dasinfomedia, INC
- Defense1Stop
- Dre's Island Food Services, LLC
- Golfer Inbound
- Healthy Nourishments 2Go
- Hey Mon Caribbean Cooking Magic, LLC
- HomeCare Rescue, LLC
- Homes. Hearts. Kitchens
- Joe Cannizzo Business Coach
- K&K Food Industries
- KBC Business and Marketing Solutions LLC
- Kreyolli Flavors, LLC
- LILLY Education Foundation
- Maggie's Snow Shoppe
- Mz Lett's Kitchen
- Nevaeh Cuisine, LLC
- Ohlala Nuts
- Reva Spaces
- Raising Phoenix Academy
- Ray Business Solutions
- Safety and Certifications Training, Inc
- SDYT Media, LLC
- SensScore Digital, LLC
- Son'ni Boi & Petal,inc
- Sunny J Farms
- The Good Tutor, LLC
- Vlania's Tres Leches and Pasteleria, LLC
- YOTOMATIONS, LLC
- ZettaBytes, LLC

# 43 MEMBERS

## ACCESS TO THREE ENTREPRENEUR CENTERS

Interested in  
learning more?



# THANK YOU SPONSORS



## BREAKOUT SESSION



the  
florida  
high tech  
corridor

## EXHIBITOR



Florida Blue   
Your local Blue Cross Blue Shield

**SPEAK WITH PEOPLE**  
SADDLEBROOK  
RESORT



## SWAG BAG

Amerikey Locksmith  
Commercial Asset Partners Realty  
Economic Impact Catalyst

Pasco Hernando State College  
Nonprofit Leadership Center  
Usman Law Firm

# RESOURCE PARTNERS

