

SMARTstart's 3RD ANNUAL

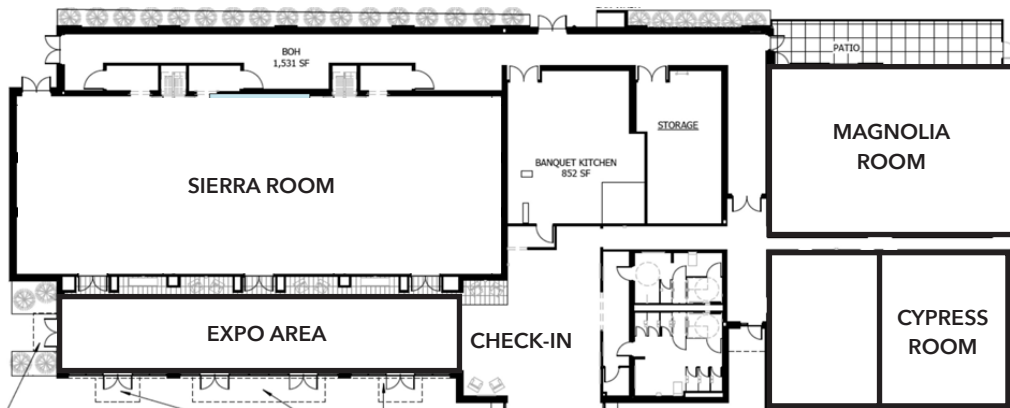
GROW PASCO

**CELEBRATING 10 YEARS OF
DREAMS BECOMING REALITY**

MARCH 4TH 2023

1 EQUIPPING ENTREPRENEURS FOR GROWTH

SESSION LOCATIONS



WANT TO LAUNCH OR GROW A BUSINESS?

WHAT'S HOLDING YOU BACK?

WORKSPACE



- Business Incubator
- Commercial Kitchen
- Digital Media Studio

FUNDING



- Microloan Program



SMARTSTART
A PASCO EDC PROGRAM®

813-388-2498

SMARTSTARTPASCO.COM

3 PASCO LOCATIONS

COLLABORATION



- Roundtables
-  Startup Space

GUIDANCE



- Available Resources
Pasco Enterprise Network (PEN)
- Monthly Coaching

EDUCATION



- @CO.STARTERS®
- Classes/Panels
- Workshops

12:15 – 1:15 PM LUNCH



KEYNOTE PRESENTATION SIERRA ROOM

Join Dr. Edmondo Robinson, Chief Digital Officer for Moffitt Cancer Center, as he discusses "Accelerating Innovation with Digital Technology". He will highlight that digital technology is a strategic imperative that goes beyond games and social media. Dr. Robinson will dive into how these strategies can benefit small businesses through predictive analysis, product development, consumer engagement, and business operational efficiencies.

DR. EDMONDO ROBINSON

Dr. Robinson leads Moffitt's Center for Digital Health which leverages the tools of IT, Health Data Services, and Digital Innovation to expand Moffitt's ecosystem to deliver on consumer-oriented, real-world solutions for clinical practice, research, education, and administrative processes.

The Center for Digital Health creates and tests new services, programs, partnerships, and technologies that leverage digital innovations, while challenging the status quo to reduce the cost of care, improve quality, increase access to care, and enhance the patient experience. In addition, Dr. Robinson directly cares for Moffitt patients as part of the Internal and Hospital Medicine Program.

SESSION I 9:00 – 9:45 AM



CREATIVITY IN BUSINESS

SIERRA ROOM

How do you build a workplace of creativity and innovation for your employees? Learn more and provide insight on how to increase innovation in the workplace, promote intrapreneurship, and establish new ways of attracting and retaining talent.

DR. MARK GESNER

Saint Leo University

YOUTH ENTREPRENEURSHIP PANEL CYPRESS ROOM

Join some of our area youth entrepreneurs and thought leaders to discuss best practices in raising Pasco's next generation of business leaders.



**DANIELLE
CANNON**

The Kidpreneur Club



**SAMMY
ORTIZ**

Young Entrepreneurial
Students



**TIFFANY
MCFARLANE**

The Connector Club



MENTAL HEALTH

MAGNOLIA ROOM

A discussion for open-minded individuals starting their own business on what mental health support and resources look like. It will focus on raising awareness on mental health, promoting help seeking behaviors, educating on tools to reduce stress, and utilizing and leaning into your community for support.

RICH EHRHARDT, LMHC

Growth & Recovery Counseling, LLC

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This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on its right side, suggesting it's resting on a surface.

SESSION II 10:15 – 11:00 AM

THE ESSENCE OF LEADERSHIP: KNOW YOURSELF AND KNOW YOUR PEOPLE

SIERRA ROOM

Many successful leaders have two traits that help drive the success of their business, self-reflection and knowing their team. In this session, explore each of these ideologies and how to successfully use them together to drive success.



MARK KOULIANOS

USF Corporate Training & Professional Education

RIGHT FROM THE START PANEL MAGNOLIA ROOM

Interact with a panel of local business professionals. Ask for advice about finances, legalities, permitting, and other business decisions to make sure you start your business right the first time.



**BRAD
DEBEAUBIEN**

Shumaker, Loop
& Kendrick



**ALAIN
FERNANDEZ**

Suncoast Credit
Union



**SAM
ROCKWELL**

Raymond James
Financial



**ROSIE
PAULSEN**

Rosie Paulsen
Enterprises

INNOVATION IN FOOD

CYPRESS ROOM

Learn from sushi creativity experts to see how they think big in their food business and how any entrepreneur can use the concepts of innovation and creativity to transform their ordinary into extraordinary.



ASHLY & PATRICK DANG

Dang Good Sushi

SESSION III 11:15 AM – 12:00 PM



BUSINESS & MARRIAGE

MAGNOLIA ROOM

Tips and tricks for running a successful business with your significant other. Bianca and Paul Micklow of Amerikey Locksmith will discuss how they've navigated disagreements, the ups and downs of entrepreneurship, and maintaining a healthy partnership at home.

BIANCA & PAUL MICKLOW

Amerikey Locksmith

PASCO ENTERPRISE NETWORK PANEL SIERRA ROOM

Learn about the area's resources and organizations for entrepreneurs.



DR. MARK GESNER

Saint Leo
University



BRAD OWENS

SBDC



AMARIS PAPADOPOULOS

Pasco County
Libraries



BILL GELBACH

SCORE



TIPS TO KEEP YOU AND YOUR CUSTOMERS' DATA AND PRIVACY IN MIND

CYPRESS ROOM

Learn simple tips about cybersecurity to and how to keep your business and customers' information safe and secure.

EBONY VAZ

Above Promotions, Inc.

[illegible]



SESSION IV 1:30 – 2:15 PM

MARKETING YOUR BUSINESS

SIERRA ROOM

A question and answer session covering innovation, marketing techniques, and community involvement.



REGAN WEISS

43 INC.

INNOVATION ECOSYSTEM

MAGNOLIA ROOM

Discuss how technology is changing the entrepreneurial landscape and how you can implement cutting edge practices to your business.



**DAVID
PONRAJ**

Economic Impact
Catalyst



**WES
LEHMAN**

Synapse



**PAUL
SOHL**

High Tech
Corridor



**TRACY
INGRAM**

Intention
Technology

BOOKKEEPING TIPS & TRICKS

CYPRESS ROOM

How can your business keep finances organized? Learn more on how to incorporate best practices into your business.



DONNA RAY

The Middle Place

SESSION V 2:30 – 3:15 PM



WELLNESS IN THE WORKPLACE

CYPRESS ROOM

Do you feel like your business is stuck and running you versus you leading your business the way you've always dreamed? Learn time management strategies, growth strategies, overcoming fears, and much more!

PAUL CONLEY

YMCA

SOCIAL MEDIA IN 2023 SIERRA ROOM

What is your business's social media strategy? Learn the ins and outs of social media for your business from these marketing professionals.



**JOHNATHAN
MCKEEN-CHAFF**

Prepense Business
Solutions

**SHELLY
CASSIN**

Just Market It

**BETH
DEVINE**

Devine Solutions
Group

**CHERYL
TAYLOR**

Community
Markets & Events



SECURING GOVERNMENT CONTRACTS

MAGNOLIA ROOM

Join an expert from the Small Business Development Center (SBDC) to learn how to secure government contracts for your business.

SBDC

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ADDITIONAL NOTES

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SMART START MEMBERS

3D Musketeers (EIR)
 Above Promotions, LLC
 Butter Cream Soapery, LLC
 Cakesist
 Career Focus
 ContinuousTouch, LLC
 Dirty Habit Cocktails, LLC
 Dube's Mobile Market
 Embrace Less Waste
 Evolve Enterprises, LLC
 Fraud Doctor, LLC
 Giovanna Hall, LLC
 Hallelujah Hotdogs
 Inelia Semonick HR Consultant
 Jons Gourmet Products, LLC
 Just a Taste by Glenna, LLC
 K&K European Food Industries, LLC
 KBC Business & Marketing Solutions, LLC DBA Hearty Homestyle
 Lees Balloons
 LifeANew Resources, LLC
 Maggie's Snow Shoppe
 Marquez Performance Group, LLC
 MKM Custom Design, LLC
 Monique's soul Food Café
 MZ. Lett's Kitchen, LLC
 New Tradition Kitchen, LLC
 Noble Picnics, LLC
 Party on Board, LLC
 Potato Ballin, LLC
 Practical Assurance Consulting, LLC
 Purple Cloud Studio, LLC
 Queen Chef Catering
 Softgent, LLC
 Starr Justice Law Firm, PLLC
 Sunny J Farms
 TD&K Holding & Management, LLC
 The Acting Studio Enrichment Academy, LLC
 The Alexandria Group, LLC
 The Good Doctor, LLC
 The PeaceWorkout
 Tिनot

**BECOME A MEMBER TODAY AND GAIN
COUNTY-WIDE ACCESS TO 3 LOCATIONS!**



GROW PASCO



THANK YOU TO OUR EXHIBITOR SPONSORS



PASCO ENTERPRISE NETWORK
THANK YOU TO OUR RESOURCE PARTNERS

