



# The Florida Business Forum

December 4, 2020 • JW Marriott Orlando – Grande Lakes

Co-Hosted By

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**Florida  
Retail Federation**

THE VOICE OF FLORIDA RETAILING





# Agenda

## Friday, December 4

- 8:00 am**    **Check-In/Coffee & Networking**
- 9:00 am**    **Welcome & Opening Comments**  
Dr. Ed Moore, Executive Director, RESET Task Force
- 9:10 am**    **RESET Working Group Update**  
William Large, Co-Chair, RESET Working Group
- 9:30 am**    **Keynote Speaker**  
CFO Jimmy Patronis
- 9:50 am**    **Legislative Update**  
Representative Tom Leek, Chair, Pandemics & Public Emergencies Committee
- 10:05 am**    **How Small Businesses are Coping With the Pandemic**  
Bill Herrle, Executive Director, National Federation of Independent Business (NFIB)
- 10:20 am**    **NETWORKING BREAK**
- 10:50 am**    **Honored Speaker**  
Dana Young, President & CEO, VISIT FLORIDA
- 11:10 am**    **How Universal Parks & Resorts are Working to Keep Visitors Safe and What the Industry Needs from the Legislature to Ensure a Speedy Return**  
John McReynolds, Senior VP of External Affairs, Universal Orlando
- 11:30 am**    **The State of Retail in Florida**  
Scott Shalley, President & CEO, Florida Retail Federation
- 11:45 am**    **Closing Comments**  
Dr. Ed Moore, Executive Director, RESET Task Force
- 12:00 pm**    **Networking Lunch**
- 1:00 pm**    **Adjourn**

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