



FOR IMMEDIATE RELEASE

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**CANT THINK OF A GOOD TITLE...Mix of National and Local Talent
Coming to EntreCon Pensacola**

PENSACOLA, Fla. (July 26, 2018) – Studer Community Institute’s annual business and leadership conference, [EntreCon](#), is back, bringing big name keynote speakers to downtown Pensacola on Nov. 14 and 15.

This year is no exception, as 2018’s speakers and panelists will explore how linking purpose and profit drives businesses to the next level. Over the course of two days, attendees will be inspired by fresh ideas, learn the latest tactics and strategies to bring those big ideas to life, and make meaningful connections to help support professional growth and the success of their organizations.

Guiding attendees through this theme will be some of the best in the business of leadership, employee engagement and teambuilding. Among this year’s keynote speakers include:

— **Jon Gordon, author of the “The Power of Positive Teams.”** Gordon is a dynamic speaker and best-selling author, whose books include “The Energy Bus” and “The Power of Positive Leadership.” His engaging talks and principles influence thousands of leaders and inspire readers from around the globe. In June 2018, “The Power of Positive Teams” was listed no.2 on the Wall Street Journal’s top 10 business books list.

— **Kris Ann Piazza, author, speaker and certified life coach.** Piazza shares the compelling story of building a meaningful life and career after a childhood spinal cord injury and explores several tips you can apply immediately to move your own life and career forward. She refuses to allow

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circumstances to define what she can achieve, and that's a message thousands of inspired leaders have brought back to empower their teams.

— **Kevin Sheridan, author, engagement expert and consultant.** Sheridan returns to EntreCon for 2018. He is an internationally-recognized speaker, a New York Times best-selling author, and one of the most sought-after voices in the world on the topic of employee engagement. For five years running, he has been honored on Inc. Magazine's top 101 Leadership Speakers and Inc.'s top 101 Experts on Employee Engagement. His first book, "Building a Magnetic Culture," made six best-seller lists including The New York Times, Wall Street Journal, and USA Today. He is also the author of "The Virtual Manager," which explores how to most effectively manage remote workers. He is a frequent keynote speaker at national and international conventions, including those hosted by the National Society for Human Resources Management (SHRM), Harvard Business School, The Human Capital Institute, and the American Hospital Association.

— **Emily Ley, founder and CEO of Simplified® by Emily Ley.** Back by popular demand, hometown entrepreneur Emily Ley returns to EntreCon. Ley has been featured in Forbes, Family Circle, Better Homes and Gardens, Glamour, Good Housekeeping and HGTV. Her keynote, titled, "How Saying No Helps You Grow: Your Fastest Path to Sustainable Growth," explains why, how and when you should say no to things that are not aligned with your company's mission or purpose.

— **Craig Meynard, vice president and chief accounting officer, Delta Airlines.** Meynard oversees the technical accounting matters for Delta Airlines, who was named to Fortune's top 50 Most Admired Companies in addition to being named the most admired airline for the seventh time in eight years. Delta serves more than 180 million customers each year.

— **Stewart C. Vernon, founder and CEO of America's Swimming Pool Company.** Vernon has always had a passion for helping drive real-world innovation. Vernon's company, America's Swimming Pool Company, was founded in Macon, Ga., in 2002. As his business grew, Vernon looked for a way to expand the business model and the ASP brand. Now, ASP's success has been recognized by its inclusion in the rankings of Entrepreneur Magazine's prestigious Top 500 Franchise List. Most recently, recognized again with the Entrepreneur 500 list ranking number 113 for 2017.

EntreCon offers hundreds of thought-leaders the time and space to find their purpose, build their skillset, lead stronger teams, and foster better workplaces. The keynotes are supplemented with breakout sessions where attendees take a deeper dive into key issues and learn practical tools that will help you and your team take action.

The theme for 2018 reflect SCI's core belief that thriving business are catalysts for positive change in the community. If we can build better businesses with better jobs, we create better lives and better communities. With a better community, we can attract and retain talent and help to help our business thrive and so we help create better lives. The virtuous loop reinforces itself.

"EntreCon is a great opportunity to get to know other locals, participate in a fantastic networking opportunity, and gives others the opportunity to learn more about our business and what we do and stand for," says Shaun Carpentier of Complete DKI, a local restoration contractor.

The good news is that you still have time to score your ticket at the Early-Bird price. [Early bird tickets are on sale through July 31 at \\$299.99](#) (ticket prices jump to \$349 on Aug. 1). For small group (5-9 attendees) and large group (10+ attendees) discount information, email Training and Development Coordinator, Morgan Milbradt, at MMilbradt@Studer.org.

Presenting Sponsors include Pensacola International Airport and Delta Air Lines, EntreCon Awards Sponsor is Cox Business, Silver Sponsors include Complete DKI, Digital Boardwalk, UWF Center for Entrepreneurship, Networking Reception Sponsors are Catalyst HRE and Innovation Coast, Supporting Sponsors include App Innovators, Caldwell Associates Architects, Gulf Power, LandrumHR, Pensacola Chamber of Commerce and McDonald Fleming Moorehead.

The EntreCon Awards presented by Cox Business recognize the achievements and economic impact entrepreneurs and businesses have on our community. Categories for nomination include start-up company of the year, family business of the year, most improved business of the year, and many more. Anyone can apply, including spouses, employees, bankers, attorneys, public relations managers or entrepreneurs themselves. Self-applications are encouraged! [Visit the EntreCon website to submit your application now through Oct. 2.](#)

For more information, visit the EntreCon website at www.EntreConPensacola.com, or visit the [Eventbrite page](#) to purchase tickets.

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