

KEYNOTE SPEAKER



DERRICK BROOKS
NFL Hall of Famer & Former Tampa Bay Buccaneer

**THURSDAY –
NOVEMBER 11, 2021
4:00 pm – 5:00 pm**

Widely considered to be one of the best linebackers in NFL history, Derrick Brooks was drafted by the Tampa Bay Buccaneers in the first round of the 1995 NFL Draft, where he remained to play his entire 14 season professional career. An 11-time Pro Bowl selection and nine-time All-Pro, Brooks was named AP NFL Defensive Player of the Year in 2002 and earned a Super Bowl ring with the Buccaneers in Super Bowl XXXVII. Prior to playing for the Buccaneers, Brooks attended Florida State University, where he was a member of the 1993 Seminoles National Championship team.

Recognized as often for his hard work in the community as he is for his hard hits on the football field, Brooks has been the recipient of several prestigious awards, including being a co-recipient of the 2000 Walter Payton/NFL Man of the Year award, the 2003 Bart Starr Award, the 2004 Bryon “Whizzer” White Award, and the 2008 JB Award through the NFL Players Association, all of which recognize an NFL player for their commitment to their community. Derrick also has received numerous community awards in Tampa, Florida for his work and dedication to the community.

Join us for an uplifting keynote session with #55 himself as he shares his motivating and inspirational journey to success and discusses how to build a “winning team” in your company.

“Character, teamwork, hard work, perseverance, greatness, success, failures, motivation, humility. Those are the things that this game has really taught me.” – Derrick Brooks

FEATURED SPEAKER



HOT WEBSITE & SOCIAL MEDIA STRATEGIES FOR THE COOLEST OF BUSINESSES

Lesley Jean Almonte
Moonshine Creative Group

SATURDAY, NOVEMBER 13, 2021 – 10:30 am

Lesley Jean is the CEO of Moonshine Creative Group, an agency of creative rebels and marketing distillers that are passionate about guiding entrepreneurs to launch successful brands and shine brighter online!

With the exponential rise of the internet and social media over the past decade or two, businesses have a host of online marketing tools at their fingertips. How is your company using these tools? Join Lesley as we explore how the “marketing machine” works – from website must-haves, to an industry-tailored, step-by-step social media strategy that any business can implement. Learn how to best promote your company and interact with your customers online!

FOCUS SESSIONS



PUBLIC AFFAIRS – 2021 UPDATES
Chris Lamond, Thorn Run Partners

FRIDAY, NOVEMBER 12, 2021 – 11:15 am
(during Annual Business Meeting)

Our public affairs consultant, Chris Lamond, will share the successes of the Public Affairs committee and outlook for the future.



FINANCIAL OUTLOOK
John Sullivan, LPL, JLS Wealth Management

SATURDAY, NOVEMBER 13, 2021 – 10:00 am

Join John Sullivan, LPL, JLS Wealth Management, as he shares an outlook on the financial market performance with a new administration, inflation, interest rates, the after-effects of COVID and more.



PIQCS/FSMA UPDATES
Chris Dunn & PIQCS Committee

SATURDAY, NOVEMBER 13, 2021 – 11:15 am

Chris Dunn & the PICQS Committee will share the latest on the PIQCS program as well as implementation of the Food Safety Modernization Act and its impact on the ice industry and PIQCS.

HOT TOPICS DISCUSSION

SATURDAY, NOVEMBER 13, 2021 – 12:15 pm-12:45 pm

This session will provide the opportunity to share discussions on important topics impacting the ice industry.