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Jan. 12, 2022

FOR IMMEDIATE RELEASE

Register today to join the dynamic conversations at the 25th annual FPL Northwest Florida Economic Symposium on Feb. 28-March 1, 2023

- This year's "Get Real" theme focuses on **REAL life** challenges and solutions
- Thought-provoking speakers with **REAL time** insight into the economic landscape
- Early bird registration discount available to registrants through Friday, Jan. 20.

PENSACOLA, Fla. — The FPL Northwest Florida Symposium, a signature event that strengthens collaboration across Northwest Florida communities to drive community and economic opportunity, is scheduled for Feb. 28 – March 1, 2023, at the [Sandestin Golf & Beach Resort in Miramar Beach, Florida](#).

This year's theme, ***Let's Get Real!***, will focus on looking ahead to the **REAL**-life challenges that need **REAL** solutions across the region, so we keep moving Northwest Florida forward.

Registration for this event is open now, with an early bird registration discount available through Friday, Jan. 20. Visit [FPLSymposium.com](https://www.fplsymposium.com) to register and learn more about the symposium.

Previously known as the Gulf Power Economic Symposium, the day-and-a-half event provides a unique opportunity to bring hundreds of community leaders together from across the Panhandle to hear thought-provoking speakers who will spark dynamic conversations about the future of our region and local communities. This year's top supporting sponsors include Signature Sustaining sponsor Hancock Whitney, Platinum sponsor Jay Odom Group and Emerald sponsor The Legendary Family of Companies; along with Gold sponsors Cox Communications, Florida Blue, and Power South; Silver sponsors LandrumHR, Liberty Partners, Melvin Engineering, Enterprise Florida, site selector sponsor Florida's Great Northwest and media sponsor Gannett; and Bronze sponsors SmartBank, DefenseWerx, TechFarms Capital, Florida SBDC and Beggs & Lane.

Among the lineup of national speakers is one of the world's foremost experts on global geo-political risk and geo-economics, [Afshin Molavi](#), who stands at the intersection of the most vital

issues shaping the future of our world today: the rise of emerging markets, global political and economic turmoil, and U.S. foreign, security and economic policy. Molavi delivers a fascinating in-depth forecast of the key global issues impacting organizations today and shaping the future of business, including those in Northwest Florida.

[Lital Marom](#) is an innovation strategist and speaker, who helps brands and audiences understand how to use emerging technologies and new business models to future-proof their business. With an emphasis on digital transformation, building innovation cultures, and integrating the platform business model (AKA digital ecosystems), she helps empower teams to understand the application of artificial intelligence, machine learning, and blockchain as well as the business potential of the Metaverse for their business.

[Don Yeager](#) is an award-winning keynote speaker, business leadership coach, 11-time New York Times best-selling author, and longtime Associate Editor for Sports Illustrated. Yeager, who fashioned a career as one of America's most proactive thought leaders and sought-after speakers will talk about ***Leadership in the REAL World***.

[Eric Silagy](#), chairman, president and CEO of FPL, a subsidiary of NextEra Energy, Inc., and the largest vertically integrated rate-regulated electric utility in the U.S., will talk about FPL's role in ***NextEra Energy's bold Real Zero plan to lead the decarbonization of America, and how Northwest Florida plays a part in this plan.***

Attendees will have an opportunity to:

- Get to know [J.T. Young](#), **FPL's new Northwest Florida vice president and general manager**, who will kick off the Symposium and serve as emcee;
- Join panel discussions including ***Recruiting and retaining talent in Northwest Florida***.
- ***Get a Florida Legislative Update***, from [Darrick McGhee](#), an active registered lobbyist, currently serving as Chief Operating Officer for Johnson & Blanton, LLC., with two decades of experience in state government and politics;
- Hear a ***Northwest Florida Economic Update*** from [Dr. Jerry Parrish](#), an economist who is currently working on economic development and workforce issues in Florida, and a Faculty Adjunct in the Masters of Applied Economics Program at Florida State University. Parrish also serves as the Chair of the Council of Economic Advisers at the University of West Florida Haas Center.

View the [agenda](#) and learn more about all of the [speakers](#) and [sponsors](#).

For more information and to register, please visit [FPL Northwest Florida Economic Symposium](#).

NEWS MEDIA ADVISORY

Members of the news media who plan to cover the symposium do not need to register, however, are asked to RSVP to [Sarah Gatewood](#), communications manager or [Kimberly Blair](#), media relations.

Link to speaker photos: <https://fpl.sharefile.com/d-sa71c327ff65d4842b1d36ff3434e93a5>

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Florida Power & Light Company

As America's largest electric utility, Florida Power & Light Company serves more customers and sells more power than any other utility, providing clean, affordable, reliable electricity to approximately 5.8

million accounts, or more than 12 million people. FPL operates one of the cleanest power generation fleets in the U.S and in 2022 won the ReliabilityOne® National Reliability Award for the seventh time in the last eight years. The company received the top ranking in the southern U.S. among large electric providers, according to J.D. Power's 2021 Electric Utility Residential Customer Satisfaction StudySM and 2021 Electric Utility Business Customer Satisfaction StudySM. The company was also recognized in 2020 as one of the most trusted U.S. electric utilities by Escalent for the seventh consecutive year. FPL is a subsidiary of Juno Beach, Florida-based NextEra Energy, Inc. (NYSE: NEE), a clean energy company widely recognized for its efforts in sustainability, corporate responsibility, ethics and compliance, and diversity. NextEra Energy is ranked No. 1 in the electric and gas utilities industry in Fortune's 2022 list of "World's Most Admired Companies" and recognized on Fortune's 2021 list of companies that "Change the World." NextEra Energy is also the parent company of NextEra Energy Resources, LLC, which, together with its affiliated entities, is the world's largest generator of renewable energy from the wind and sun and a world leader in battery storage. For more information about NextEra Energy companies, visit these websites: www.NextEraEnergy.com, www.FPL.com, www.NextEraEnergyResources.com.