



## Bi-Annual Meeting - December 10-11, 2012

Ocala Power Plant Incubator, Ocala

**Monday, December 10, 2012**

### Agenda (Preliminary)

**8:30-9:30 AM**

**FBIA Advisory Board Member meeting (only FBIA AB members)**

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#### Official start of Bi-Annual Meeting

10:00-10:10 AM

Welcome to FBIA's Fall Bi-Annual Meeting  
Tom O'Neal, FBIA President

10:10-10:40 AM

Tour of the Ocala Power Plant Incubator  
Kevin Reed, Director

**10:40-10:50 AM**

**Break**

10:50 AM – 11:20 AM

The big picture, NBIA and more news from President  
Tom O'Neal, FBIA President

11:20 AM – 12:00 PM

Opening the Ocala Power Plant Incubator  
Kevin Reed, Director, Ocala Power Plant Incubator

**12:00 - 1:00 PM**

**Lunch**

1:00 – 2:30 PM

Engagement Marketing  
Pamela Starr, Constant Contact, Area Director, Southern United States

2:30 – 3:30 PM

FBIA Advisory Board Presentation of new initiatives  
FBIA Advisory Board members, Kevin, Rafael & Henriette

**3:30 – 3:45 PM**

**Break**

3:45 – 4:15 PM

Angel Network program  
Mike O'Donnell, CEO, Center for Innovation & Entrepreneurship

4:15 – 4:35 PM

OCOOS DEMO, [www.ocoos.com](http://www.ocoos.com)

4:35 – 5:00 PM

Discussion about Start-Up Funding  
Facilitated by Tom O'Neal and the FBIA Advisory Board

**7:00 - 9:00 PM**

**Socializing**



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## We Power Entrepreneurship

We believe in entrepreneurs. We believe in their ability to change the world. We believe in the importance of their drive, vision, ambition, and success. We believe in their power. The mission of Ocala Power Plant is to power these entrepreneurs. Help them raise capital, hire great employees, gain access to strategic partners, customers, and mentors. Give them resources, mitigate risks, and cultivate results. Ocala Power Plant offers early stage companies decisive advantages & differentiating solutions each step of the way. We Power Entrepreneurship.



*Wondering why we're called Ocala Power Plant? The structure was built in 1916 as Ocala's primary power generation facility. Today, Ocala Power Plant creates a different kind of buzz by Energizing Entrepreneurial Excellence.*

Visit [www.ocalapowerplant.com](http://www.ocalapowerplant.com) for more info on the venue



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### **Agenda (Preliminary)**

**8:00-8:30 AM**

**Continental Breakfast at the Ocala Power Plant Incubator**

**8:30- 10:00 AM**

**Roundtable Discussions**

**Facilitated by Tom O’Neal, President & FBIA Advisory Board**

Everyone participating is requested to prepare some responses for the following questions:

1. What kind of marketing do you do for your incubator?
2. Sponsorships – best practices, lessons learned
3. How is your incubators practice regarding acceptance of clients?
4. How do you collect data from clients?

**10:00- 10:20 AM**

**Break**

**10:20-11:45 PM**

**Continued Roundtable Discussions**

**Facilitated by Tom O’Neal, President**

**11:45-12:00 PM**

**Next Meeting - Host Discussion & Wrapping Up**

**Facilitated by Tom O’Neal, President**

**12:00 PM**

**Adjourn – safe travel home**