

2019 ACG FLORIDA CAPITAL CONNECTION
November 18-20, 2019
Boca Raton Resort and Club

COMMITTEE DESCRIPTIONS

General

The 2019 ACG Florida Capital Connection will take place over a three-day period (November 18-20). The first day will focus on early arrivals and focused events and activities designed to promote networking. The second day of the Conference will include golf, tennis and additional activities, including the Women's Forum event, and other events designed for the different constituencies within ACG, including an event for Emerging Young Professionals. In the evening we will have our opening reception and late night events. The third day will feature our core events, including the luncheon with our key note speaker, as well a breakfast that may feature a speaker or panel on a topic of interest. The Conference will close in the afternoon with a closing reception. The details of the Conference Agenda are still being considered, but may feature a cruise using the venues unique resources.

This schedule, as well as the details, are still in the planning stages and are subject to change.

That's where our Committees and their members come in.

Set forth below are general descriptions of Committees that will assist in making our Conference a success. In my role as Chairman of the Conference I am working on creating and populating Committees to work on the Conference.

We are looking both for Committee Chairs who will take ownership and lead in achieving the objectives of the Committees, as well as people with a general interest in assisting but who may not have the time to dedicate as a Chair. We do not anticipate that Committee participation will take you away from your day jobs, and will work with you to achieve Committee objectives.

The Conference Administrator, Sherry Smith, and I will serve as *ex officio* members of each Committee and will assist you and coordinate work among the Committees. Although it would be helpful to have experience with the general topics, an interest in helping is the primary requirement.

Committee members should be mindful of ACG's constituency, as well as the particular aspects and resources of the venue and the South Florida ACG community.

We expect that your work on Committees will be rewarding in the sense of developing and deepening networking relationships for you.

Sponsorship

The Sponsorship Committee will focus on pursuing commitments from legacy sponsors and developing new sponsors and sponsorship opportunities. This Committee will have subcommittees which will focus on specific sponsor groups, including corporate sponsors, private equity, investment banking, commercial banks, law firms, accounting firms, insurance and business consultants. In addition, we are looking for creative thinkers to develop new sources of revenue, including by marketing to non-traditional targets such as auto dealers, restaurants and hospitality, jewelers and others that are looking to sell their products and services to our membership.

Members of this Committee will be asked to contact potential sponsors from lists provided by the Chair and Conference Administrator and to look to find sponsors from their own network of contacts. The Committee will also look for sponsors for specific Conference events that are targeted to the event such as our Fast Pitch for growth companies seeking capital; our Women's Forum; Emerging Young Professionals and possible events for FinTech (including AR and AI companies) and Blockchain, digital ledger and cryptocurrency funds and companies.

We are also interested in developing new revenue sources based on continuing marketing efforts based on content provision to a year-round website for the Conference. Additional information about the Conference agenda and events will inform thoughts on additional sponsorship initiatives.

Fast Pitch/Emerging Growth Company

This Committee will focus on identifying and qualifying candidates to present before private equity, venture capital and angel investors and firms. Members of this Committee will also assist in recruiting private equity, venture capital and angel investors and firms, as well as family offices, to serve on a panel and judge the fast pitch (5 minutes or less) of emerging growth companies for funding or other transactional opportunities (joint ventures; M&A etc.).

In addition, Committee members will be asked to develop criteria for participants in the Fast Pitch competition as well as programing, including topics for a presentation relevant to the topic.

Committee members will work with the Sponsorship Committee to identify and obtain sponsors for this event. We believe that a focus should be on companies who have successfully obtained investments in their companies, as well as liquidity events, including Magic Leap, Chewy.com and similar companies.

Women's Forum

This Committee will identify either a key note speaker for this event or a panel and will develop a topic focused on issues relevant to women in business, both corporate and financial, focusing on women entrepreneurs, women leading significant businesses, and holding senior positions with financial service firms, including private equity, venture capital, commercial and investment banking, as well as law and accounting.

Identification of a key female difference maker(s), regardless of the field is the goal. Consideration of appropriate topics focused on the unique role of women, as well as their ability to overcome obstacles to success.

This is intended to be a fun event. Last year the inaugural Women's Forum featured a fashion show with models from the ACG community. We may do this again, or perhaps come up with another event that encourages interaction with the audience.

Emerging Young Professionals

This Committee will focus on events and topics that have currency for our Emerging Young Professionals (EYPs) with a goal of creating an event that will attract individuals fitting the profile of young professional. We plan on special pricing options for EYPs who attend the Conference and may even permit one-off pricing to attend an EYP event, likely to be scheduled on the first day of the Conference. The goal is to show EYPs the benefits of ACG membership. Pricing for the event may be combined with discounted membership rates.

Although networking and socialization will be part of the event, we think including a topic or panel that focuses on issues of interest to EYPs, such as business development and networking skills; mentorship and keys to advancement would be of interest. Members of this Committee will be asked to survey other ACG chapters and Capital Connections, as well as other business development organizations, to see what has worked for them. A possible model would be the Broward Leadership organization or similar organizations.

This Committee will work with the other Committees, such as Marketing, Sponsorship and Fast Pitch, to identify and implement those factors that will make this a worthwhile event for our EMPs.

Marketing/Media

This Committee will look at both traditional print and electronic advertising, with an emphasis on attracting new attendees, particularly through interaction with the Emerging Young Professionals Committee. This Committee will look at our website, email and print communications and advertising, print and electronic, with a focus on social media and website optimization.

Among other things, the Committee will focus on in kind partnerships with various media, including the local news outlets, ACG and M&A focused publications (such as M&A Advisor), Florida Trend, the Business Journal and the South Florida Journal of Business and Wealth.

This Committee will also consider the benefits of working with the Broward Alliance, Palm Beach County Chamber of Commerce and other local business development organizations to tap into and market to their membership.

In addition, this Committee will consider all or partial in kind partnerships and assist in the preparation of press releases and email and website advertising and promotion of the event. Committee members will work with the Sponsorship Committee as necessary and appropriate.

Speakers/Break Outs/Events

This Committee will assist in the selection of (i) the key note speaker at lunch; (ii) the opening reception speaker; (iii) the breakfast speaker or panel and (iv) individual and panels of speakers for other topical events as determined by the Chair and Committees.

In addition, this Committee will assist in the selection of topics and populating panels for break-outs, as well as other events, including the Women's Forum, Emerging Young Professionals and Fast Pitch working with these Committees.

One possible topic will be to focus on corporate success stories, including fund raising, M&A and other examples of corporate growth.

Another possible topic is Opportunity Zones and related funds which were given tax advantaged opportunities for investors by the recent tax code changes, including for real estate and technology incubators.

To the extent possible, events and speakers should be topical, both in terms of what is currently trending in private equity and business, as well as tasks relevant to the general economy. Events and speakers can focus on topics of general interest to the business and ACG community or topics geared for their appeal to niche aspects of ACG's constituency, such as healthcare, information services and technology.

This Committee will assist in the development of surveys of interest for different types of events, including select by reservation events to be held on the first day of the Conference, such as deep sea fishing; skeet shooting, tours of business centers etc.

To take advantage of the resources of the venue, we are considering an event featuring Jimmy Connors, the resident pro at the Boca Resort; and also a small scale cruise on the Intercoastal and Boca Lake, most likely as our closing reception, with the goal of holding our audience (or part of it) through the last day of the Conference.

This Committee will work with the Sponsorship Committee to populate panels and obtain sponsorship for these events.

Thank you for your support.

Rob Brighton
Chair, 2019 ACG Florida Capital Connection