

BREAKOUT SPEAKERS



ALLISON SMITH

The Basics of Essential Oils & Going Chemical-Free

Known for her community leadership with the Bay and Walton county chambers, her luscious locks and even bigger personality and heart, Allison Smith is truly a professional plant geek who loves essential oils! With a BS in horticulture from Auburn university and over 20 years of horticulture experience, Allison is a passionate defender of biodiversity. Through this passion she discovered essential oils; meaning oils simply extracted

from a plant. In her studies of aromatherapy, she has realized the profound importance of chemical free living, not just for one's physical and mental health, but for the sustainability of mother Earth. She is fervent about sharing knowledge of a purer, less toxic healthier way of life. Through this knowledge and education on simple 'do's and don'ts', Allison is leaving a 'non-carbon' footprint, one oil at a time.



SHAYLA BYSINA

The Art of Self

Shayla has 22 years experience in Business Operations, Project Management and leading highly effective teams. Her experience affords her the knowledge to understand broad business strategies in order to plan and implement relevant solutions. Shayla has a Bachelors in Liberal Arts and holds a Masters in Business Administration.

Shayla is an Enablement Manager for W.W. Grainger, Inc. and is also the Owner of The Ohana Company PCB, LLC which operates the trendy DIY art & craft studio Pinspiration. Shayla has lived in major metropolitan areas including New Orleans, Los Angeles and Chicago and is proud to now call Panama City Beach home.



JENNIFER VIGIL

Women in Leadership – Breaking Barriers & Taking the Next Step

This breakout session counts as both morning and afternoon sessions. If chosen, please select Jennifer for both Breakout #1 and Breakout #2.

In October 2015, Jennifer Vigil was hired as the inaugural President and Chief Executive Officer of Destination Panama City, a newly formed destination marketing organization. In her role, Vigil leads efforts in the development of marketing strategies promoting and marketing Panama City to visitors. Over her 25-year career, Vigil has held numerous positions in local, regional, and state government. She holds a Bachelor's degree in Computer Science Programming and a Master's in Public Administration from Troy University. She has received gubernatorial appointments from Florida Governors Charlie Crist and Rick Scott. People describe her as intelligent, honest, reliable, supportive, fearless, and hilariously funny.

Originally, from New York, Vigil moved to Panama City in 1995. Her daughters, Madison (24) & Sydney (22) were born and raised in Panama City. Both of her daughters are Mosley High School and Gulf Coast State College alumni that went on to obtain their Bachelor's degrees at University of Central Florida and Florida State University – Panama City, respectively. Vigil is often quoted saying, "My children

are my greatest accomplishments. I chose my career to make sure the community I loved would be someplace they would want to live too."

As a child, Vigil worked for her family's bodega in NY doing everything from inventory, to deli, to cashier, to janitor. In her late teens, she began working as a bartender at her Uncle's pub. She says, "Just about every well-rounded, successful person I know has worked in service industry at some point in their life. The experience is irreplaceable". In her twenties, Vigil was a single mother of two children under the age of five and over 1,000 miles from her family. On a particularly rough day, Vigil was in the breakroom at work contemplating whether or not to return to New York when the Mayor walked into the room. After a bit of conversation, she confided in him that she just didn't think she would ever fit in. The Mayor smiled and said, "I never thought you would, but I still got my dollar on you, so if you can't fit in, I'm going to need you to stand out – hell, it's what you were meant for anyway." And basically, that's her plan.



LISA HANNA

Making DIY Leather Pearl Necklaces

For over 18 years, Lisa Hanna, owner of the LH Bead Gallery, has had her heart in the community and historic downtown Panama City. In 2003, she opened small versions of her business inside various shops within the downtown area. She established her own storefront on Harrison Avenue in 2008 and has grown her business into what is known today as “The Happy Place.”

Lisa is a self-taught artist who feels blessed to have found her niche and shares her talents at the Gallery. She creates one-of-a-kind wearable works of art made from glass and is committed to offering beautiful beaded jewelry to her customers. When asked, Lisa states that her passion, her motivation to come to work, is the love of creativity and people’s excitement when they come into the Gallery. “There is nothing more rewarding than seeing someone enjoy my creations,” says Lisa. She credits her success to her team and the best customers around!

Lisa’s greatest accomplishment to date has been the “850 Strong Charm” project. After Hurricane Michael devastated the area, Lisa felt a strong desire and responsibility to help those struggling with their own recovery efforts. She designed and commissioned an exclusive charm and offered them to those interested in supporting Bay County schools with a \$10 donation. For nearly a year after the hurricane, working with the community and customers far and wide, the fundraiser raised over \$68,000 where 100% of

donations were given to 11 local schools. (The charm has since been retired.)

This past year, Covid presented a huge challenge to owners of storefronts and small businesses. Lisa was able to reinvent how she conducted business during that time and still meet the needs of her customers. Although the Gallery was closed for several weeks at the beginning of the pandemic, her business was able to continue running, even behind closed doors. Social media and video shopping kept the store afloat as well as consistently offering her popular Facebook Live videos with informative and light-hearted jewelry making tutorials and product spotlights. With restrictions now lifted, jewelry making classes have resumed for those who want to learn for themselves, and in store business has continued to flourish.

Lisa is a native Californian and is from a family of entrepreneurs and self-starters. Both her parents and grandparents had their own businesses and she gives credit to them for her drive and determination. Lisa is married to her husband, Tim, and mother to three sons, Marcus, Michael and Matthew. Her family has grown to include three beautiful daughters-in-law, a precious granddaughter and recently an adorable grandson. When Lisa is not in her shop or studio, she enjoys spending time with her family, going to the beach, fishing and playing with her 2 pups. Life is good!



LOU HAMMOND

The Power of Positive Leadership - How Women Can Impact Business, Community & Life

This breakout is available for the morning session only.

Lou Hammond launched her firm in 1984 with three clients and three employees. Under her guidance, Lou Hammond Group now has 40 employees, more than 40 prestigious clients and offices in New York, Atlanta, Charleston, Denver, Houston, Los Angeles, Miami and Tampa.

Over the past 37 years, the firm has built a reputation as an award-winning leader in marketing and public relations for a broad sector of clients in travel, lifestyle, hospitality, economic development, the arts, nonprofit, and technology. The firm's capabilities have expanded to include branding, digital marketing, creative services, and strategic planning.

As founding Chairman, Lou ensures that the firm remains true to the core principles upon which it was founded— independence, integrity and the highest standards of excellence. A tireless globetrotter, she has built enduring relationships with clients, the media and community leaders. With firsthand knowledge of worldwide markets, she has global contacts and relationships with government agencies and opinion leaders.

Lou began her career in public relations and public affairs with Pan American World Airways. During her twelve years with the airline, she traveled the world and participated in many historic 'firsts' including the premier press trip to China. As director of publicity, promotion and public affairs, Lou developed her specialty in marketing to sophisticated,

upscale travelers. She also served as public affairs officer for the City and State of New York.

Lou has been recognized for her leadership in both the communications and travel industries. She was honored with the prestigious Matrix Award from Women in Communications; the Winthrop W. Grice Award, the highest honor from the Hospitality Sales and Marketing Association International; and the Golden Pineapple from the Charleston Convention and Visitors Bureau for generating noteworthy media coverage for the city. Lou was also named to the PR News Hall of Fame and was cited in Who's Who in America for the past 20 years.

Active in civic affairs, Lou sits on the boards of Spoleto Festival USA; Director Emeritus, Medical University of South Carolina Foundation, the Gibbes Museum of Art and serves on the Advisory Board of The Hollings Cancer Center.

Lou's interests are wide-ranging. She has a passion for French decorative arts of the 18th century and is active in the Churchill Society covering all aspects of World War II. Lou loves to cook, collecting recipes and creating her own that she shares with family, friends and colleagues. Her prowess in the kitchen earned her the top culinary award from Charleston Magazine. Playing bridge is her joy— ready to play anywhere and in any language.

A fifth-generation Texan, Lou resides in New York and Charleston.



KEELY SHANNAHAN & STEPHANIE PRICE

Restorative Pilates at Work

Join Palm Pilates Studio Owner/Instructor Keely Shannahan and Pilates Instructor Stephanie Price as they present: "Restorative Pilates at Work." Feel your best at your desk!

During their session, learn how this mind/body exercise can be practiced at work. With just the addition of a few simple breathing techniques and movements into your daily office routine, you can reset, restore, and rejuvenate your energy and stamina in the workplace.

As the owner of Palm Pilates Studio in Panama City Beach, Keely is a firm believer in the benefits of Pilates. She has

been practicing Pilates for eight years and instructing for four. Joining Keely during the session is Palm Pilates Studio instructor Stephanie Price, also a long-term Pilates advocate and instructor. Stephanie believes, "Regular practice of this mind/body form of movement can not only add years to your life but also life to your years."

Pilates, says Keely, can be used anywhere, by anyone, with amazing results. "It's a feel-good workout that's beneficial for all body types and all ages. I personally have struggled with lower back pain and Pilates has improved it significantly."



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