



Breaking the Rules: Leading with Creativity and Innovation

January 28, 2022

7:30AM – 1:30PM

Lake Mary Events Center

Featured Speakers:



Dr. Keita Joy, Success Uncensored

Dr. Keita Joy, EdD, M.S., The Success Maximizer and Motivational Teacher offers a safe space for leaders, influencers, and athletes to maximize their greatest potential through powerful coaching experiences. When she is not working with teams, she is intentional about spending time with her family of four. She is the CEO of Success Uncensored® Coaching and serves on the board for the Orlando Sports Commission. Dr. Keita Joy, a TED TALK speaker and media expert for FOX News, is well known nationally for her engaging and energetic workshops presented to companies such as The NFLPA, The Oprah Winfrey Network, Lockheed Martin, Delta Sigma Theta Sorority Inc., The Miami Police Department, Facebook, and speaker for her alma mater, The Florida State University. Dr. Joy is a passionate mental health advocate and contributor for Forbes, Madame Noire, and The Medium. Dr. Joy equips world changers, business owners, and ambitious souls with the tools to overcome their

fears and walk in purpose with her latest book release, *Success Uncensored; A High Achiever's Guide for Success On Your Own Terms. Do YOU + Do it Well + Do it Consistently = Success.*

@thedrkeitajoy

www.successuncensored.com



Steve Phelps, President, National Association for Stock Car Racing

In September 2018, Steve Phelps was appointed President of the National Association for Stock Car Auto Racing (NASCAR), only the fifth individual to hold this position since the organization's founding. Based in Daytona Beach, Fla., Phelps oversees all operations, competition and commercial, for the sanctioning body, including the management of 15 racetrack facilities and the International Motor Sports Association (IMSA) sports car series.

Under Phelps' leadership, NASCAR has transformed its business and strengthened the sport's position for long-term growth and success, with a focus on delivering the best motorsports racing in the world, providing outstanding entertainment experiences, and building a globally diverse community of loyal fans.

In 2019, Phelps led NASCAR through the sanctioning body's landmark merger with International Speedway Corporation (ISC), integrating its operations into one, new, unified company with racetracks across the country. The historic merger helped create an aligned vision for the sport while positioning a now stronger NASCAR for new growth opportunities.

The following year, Phelps guided NASCAR through an unprecedented and challenging season as the industry paved the way for live sports to return in America. NASCAR swiftly implemented COVID-19 safety protocols to become the first sport to return to competition, first to safely welcome back fans and first to complete a full season schedule. All the while, NASCAR stabilized TV ratings at a time when nearly all sports were significantly down.

In June 2020, NASCAR emerged as a leading voice in the national conversation on racial equality and social justice with Phelps rallying the NASCAR industry to reaffirm its commitment to diversity, equity and inclusion. After leading an emotional moment of listening preceding the race in Atlanta, he led the decision to ban the confederate flag and introduced sweeping DE&I

enhancements across the sport – critical efforts that led to a surge of new fans, partners and diverse race team ownership.

With Phelps at the helm, the sanctioning body refocused its priorities to ensure that a best-in-class racing experience is delivered to NASCAR fans on a weekly basis at track, at home or on the go. Through increased collaboration and consensus-building with drivers, race teams, tracks and stakeholders, NASCAR unveiled the sport's most dynamic new race schedule 50 years with its exciting 2021 schedules featuring several new venues, markets and track layouts.

In May 2021, NASCAR introduced the Next Gen race car to the global motorsports community – the most technologically advanced car in NASCAR history and a testament to the sport's ongoing commitment to innovation. The arrival of the Next Gen car marks years of strategic planning and coordinated development, representing the new era of industry collaboration that Phelps is driving across the sport. The Next Gen will make its highly anticipated debut in 2022.

Phelps joined NASCAR as Vice President of Corporate Marketing in 2005. Beginning the following year, he spent 12 years as Chief Marketing Officer and oversaw all marketing functions for the sanctioning body. He was promoted to Chief Operating Officer in April 2018 before transitioning to his current role as President.

During his time at NASCAR, Phelps has won *Adweek's* prestigious Sports Marketing Executive of the Year and was named its Brand Genius Award winner in the "sports" category. In recognition of his leadership elevating the sport through the challenges of 2020, NASCAR was named League of the Year in the *Sports Business Journal's* Sports Business Awards, with Phelps named a finalist for Executive of the Year as well.

Prior to joining NASCAR, Phelps was Executive Vice President of Sales and Marketing for Wasserman Media Group. In 1990, Phelps began a 14-year tenure at the National Football League where he served as Vice President, Corporate Marketing.

A native of Vermont, Phelps resides in Daytona Beach, Florida and has a bachelor's degree from the University of Vermont and an MBA from Boston College.



Eric Nyquist, Chief Communications & Social Responsibility Officer, NASCAR

Eric Nyquist is the Chief Communications & Social Responsibility Officer for NASCAR. For nearly two decades, Nyquist has led strategic development processes across the sport, managing the organizational restructuring, operational direction, and future strategic path of over a dozen different operating divisions. In this role, Nyquist works closely with NASCAR President Steve Phelps, ownership, and senior leadership in coordinating key strategic development activities and communications across NASCAR's five offices, 15 company-owned racetracks and industry stakeholders.

In 2020, as NASCAR faced unprecedented operational concerns with the pandemic and an emerging national social justice movement, Nyquist played a key leadership role in helping navigate the industry through the unique challenges that impacted virtually every element of the business. Under Phelps' lead, Nyquist and senior colleagues worked to swiftly implement COVID-19 safety protocols that allowed NASCAR to be the first sport back to competition and the first sport to safely welcome back fans, as well as making the important decision to ban the confederate flag from all NASCAR events and properties. In recognition of these efforts, NASCAR was named Sports League of the Year in the *Sports Business Journal's* prestigious Sports Business Awards, the first time a non-stick & ball league has won the award in nearly two decades.

Since his arrival in 2005, Nyquist has led several key strategic initiatives including the creation of race team ownership charters, the introduction of American Ethanol into the competition fuel blend, the launch of the NASCAR Media Group, the creation of the NASCAR Hall of Fame in Charlotte, NC, and the transformation of company-wide business planning processes. In his leadership position, Nyquist has managed over a dozen departments and office locations, including both the New York and Los Angeles offices.

Prior to joining NASCAR, Nyquist served for five years as Executive Vice President across the Chicago White Sox, Chicago Bulls and United Center organizations, leading strategic development and reporting to ownership. Nyquist started his career in 1998 at the National Football League in New York, working as a strategic financial analyst in Roger Goodell's League Development group.

Nyquist has a bachelor's degree (economics) from Carleton College, an MBA (finance) from the University of Chicago Booth School of Business, and a J.D. from the University of Chicago Law School. Nyquist is a member of the Illinois Bar and has been a guest lecturer at several graduate schools, including Harvard, Yale, Stanford, MIT and Northwestern.

Nyquist was born and raised in Albert Lea, Minn. and currently resides with his wife Michele and three children in Lake Mary, Fla.



Dr. Chloe Carmichael, Ph.D
Clinical Psychologist, Author

Dr. Chloe Carmichael, Ph.D, is a licensed clinical psychologist, known as Dr. Chloe. She holds a master's degree and Ph.D. in clinical psychology from Long Island University and graduated Phi Beta Kappa, summa cum laude, with a

bachelor's degree and departmental honors in psychology from Columbia University in New York. Her practice in New York City employs multiple therapists to serve high-functioning business executives, people in the arts, and everyday people seeking support with personal or professional goals.

Dr. Chloe is the author of the book [Nervous Energy: Harness the Power of Your Anxiety](#), endorsed by Deepak Chopra! She is a member in good standing of the American Psychological Association, as well as the National Register of Health Psychologists, an elite organization for psychologists with gold-standard credentials. She is also a consultant at Baker McKenzie, the third largest law firm in the world. She is an Advisory Board member for Women's Health Magazine (Hearst), and a featured expert for Psychology Today. Dr. Chloe enjoys relating with the media, as well as public speaking. She has been featured as an expert on VH1, Inside Edition, ABC Nightline and other television; and has been quoted in the New York Times, Forbes, Vanity Fair, Shape, Cosmopolitan, Rolling Stone, and other print media.

Websites:

www.DrChloe.com

www.NervousEnergyBook.com

Social Media links:

Twitter: <https://twitter.com/drchloe>

Instagram: <https://www.instagram.com/drchloe/>

Facebook: <https://www.facebook.com/DrChloePhD>

LinkedIn: <https://www.linkedin.com/in/chloecarmichael>

Pinterest: <https://www.pinterest.com/DrChloe/>

Youtube: <https://www.youtube.com/user/drchloecarmichael>



Sheriff Dennis M. Lemma, Seminole County

Dennis M. Lemma serves as the Sheriff of Seminole County. He took office on January 3, 2017, as the 10th Sheriff in the county's history. As the County's chief law enforcement officer, Sheriff Lemma leads a workforce of more than 1,400 employees and manages a \$140 million budget.

Sheriff Lemma began his career with the Sheriff's Office in 1992 as a Correctional Officer and was selected as a Deputy Sheriff four years later. He served as a School Resource Deputy and a Crimes Against Children Investigator before receiving a promotion to Sergeant of the Special Operations Section in 2002. Four years later, he was promoted to Lieutenant in the Community Services Division where he managed the agency's crime prevention efforts, served as the Public Information Officer, and coordinated programs to assist elderly and domestic violence victims.

In 2008, Sheriff Lemma was promoted to Captain and tasked with management of the uniformed patrol division, property crime investigations, traffic safety and code enforcement. In 2011, he was appointed to Major of the Department of Neighborhood Policing. In this role, he oversaw the operation of five divisions including uniformed patrol, Special Operations, Juvenile Enforcement and Intervention, Public Affairs and Community Services. In 2014, he was appointed to Chief Deputy where he led operational and administrative functions for more than

1,200 members of the Sheriff's Office.

In January 2019, Attorney General Ashley Moody named Sheriff Dennis Lemma chair of her Transition Advisory Committee Working Group on Opioid Abuse. As chair, Sheriff Lemma will work closely with Attorney General-elect Moody and others to gather information related to the best practices to stop the influx of deadly opioids, treat addiction, raise awareness and reduce the death toll of this crisis claiming 17 lives a day in Florida.

In July 2019, First Lady Casey DeSantis announced the formation of a drug abuse prevention panel with Seminole County Sheriff Dennis Lemma to serve as chair. The focus of the panel will be to discuss and determine best practices and innovative solutions to combat drug abuse throughout the state, specifically as it pertains to Florida's youth.

Sheriff Lemma received an honorable discharge from the U.S. Marine Corps. He holds a bachelor's degree in Criminal Justice Administration from Columbia College, a Master's Degree in Administrative Leadership from the University of Oklahoma, and is a graduate of the Federal Bureau of Investigation National Academy in Quantico, Virginia. He also attended the Florida Department of Law Enforcement's Chief Executive Institute in Tallahassee, Florida.

Sheriff Lemma and his wife, Diana, have two wonderful sons, Dylan and Dayne.



Dr. L. Karennia Senors, MD
Chief Medical Officer, True Health

Dr. L. Karennia Senors is True Health's Chief Medical Officer. She has been with the organization since 2006. Prior to being permanently promoted to her current position in May 2015, she held several increasingly responsible positions within the organization, including Lab Director, Lead Clinician, and Interim

Chief Medical Officer. Dr. Senors serves as a volunteer faculty member for the University of Central Florida School Of Medicine. She has also served as a mentor and preceptor for college, nurse practitioners and medical students. Dr. Senors has a strong connection and volunteers for community health fairs and activities. She assisted annually in health fairs in Freeport, Bahamas.

Dr. Senors was a medical student at ECU, which was founded to provide primary care in the rural and underserved communities and was a transitional resident physician at Howard University in Washington, DC where she rotated through numerous branches of medicine monthly. She realized family medicine was her calling and was accepted to a family medicine residency at Tallahassee Memorial Hospital in Tallahassee Florida. She was trained in clinical skills, management of diverse patient populations and conditions in both clinic and hospital settings. She worked with pediatrics, adult medicine, geriatrics, women's health and obstetrics. She had a special interest in procedures and wound care. She also worked after hours at an area urgent care, Patients First. During her residency, she was part of the selection committee for incoming residents and she was the resident representative to the Florida Academy of Family Physicians. Upon graduation, she was selected Outstanding Physician by her colleagues.

Dr. Senors has been involved with the American Academy of Family Physicians (AAFP), Florida Academy of Family Physicians (FAFP), the National Medical Association (NMA), the Artemis Medical Society, and her sorority of Delta Sigma Theta Sorority, Inc. Dr. Senors holds a Bachelor of Science degree in Biology from Xavier University in New Orleans, Louisiana and a Doctor of Medicine degree from East Carolina University Brody School of Medicine in Greenville, North Carolina. Currently, she is a Xula Central Florida alumni. Dr. Senors is a member of St. Marks East, DST Health and Wellness committee, and Orange and Seminole County medical societies. She is also a Board member of Mad Cow Theater and Florida Association of Community Health Centers (FACHC). Dr. Senors loves theater, live entertainment and spending time with her family.



John Rivers
Founder & CEO, 4Rivers and 4Roots

Following a 20-year career in healthcare, John Rivers retired as President of a \$1.5 billion company to pursue a lifelong dream of opening a restaurant. In 2009, John created his first concept, 4 Rivers Smokehouse, which quickly became one of the fastest growing restaurants in the Southeast. The business grew to 22 locations to include John's other concepts, the Southern-inspired COOP, the Mexican themed Cantina at Disney Springs, and the farm-to-table 4Roots Café. 4 Rivers garnered national recognition being named "The South's Best BBQ" by *Southern Living*, and the "#1 BBQ Restaurant Chain" by *MSN*.

Born out of John's garage, the "barbeque ministry" remains at the heart of the company's mission to lift up those in need and help build better communities. The culmination of the 4R Foundation's work, the Orlando based 4Roots Farm will serve as a community campus to inspire revolutionary change in Florida's food system through education on sustainable farming practices, advancements in agriculture technology, and research in culinary medicine at the Culinary Health Institute.

Author of The Southern Cowboy Cookbook and graduate of Florida State University College of Business, where he served on the Board of Governors, John has been named one of the Restaurant Industry's Power 20 Leaders by Restaurant Business & News, Restauranter of the Year by Florida Restaurant and Lodging Association, and Orlando Magazine's "50 Most Powerful, 15 to Watch". John had the honor of cooking at the prestigious James Beard House in New York City, and was twice named a finalist for the Ernst & Young Entrepreneur of the Year Award.

John serves on the FDACS Food Security Advisory Council and the Department of Agriculture Innovation Committee for the State of Florida and is a member of the Florida Governor's Council of 100. John lives in Winter Park with his wife and two children, and serves on the boards of numerous school, church, and local charitable organizations.



Cole NeSmith, Executive Director, Creative City Project

Co-Founder, The Memoir Agency

Cole NeSmith is an experience curator, writer, musician, actor and speaker. He is the Executive Director of the Creative City Project and the co-founder of The Memoir Agency. Through these two companies, Cole works to make every place and moment meaningful through epic events and immersive experiences.

Cole is the creator of IMMERSE, an annual performing and interactive arts event in the heart of Downtown Orlando. He started the award-winning Creative City Project in 2012 to elevate

Orlando's creative stature and to help shape the global perception of Orlando as a place known for creativity and innovation. In 2021, the annual IMMERSE event platformed 1,000 artists for an audience of more than 75,000 guests. Cole is also the creator of Dazzling Nights - a multi-city holiday light event and other works of immersive theater.

Through The Memoir Agency, Cole and his team create "Immersive Master Plans," helping cities and developers build irresistible places to live, work, and visit. Through artistic activations, Cole helps municipal leaders design cities that bring meaning to people's lives everyday.

Cole is actively involved in cultural transformation through his leadership in initiatives like Project DTO — imagining the next ten years of growth for Downtown Orlando — as the Creative Director of "Beautiful Together" — an artistic response to the Pulse tragedy in June of 2016 — and the Creative Director of the "Rise and Shine" opening event for Steinmetz Hall at the Dr Phillips Center for the Performing Arts. He has been named one of Orlando Magazine's "50 Most Powerful People in Orlando" and the Orlando Business Journal's "40 Under 40." He is also a regular contributor to the Orlando Sentinel's "Central Florida 100."

As an artist, Cole has appeared in professional theater, works of classical and contemporary music, film and TV. He is the author of two books. <http://www.colenesmith.com/>