

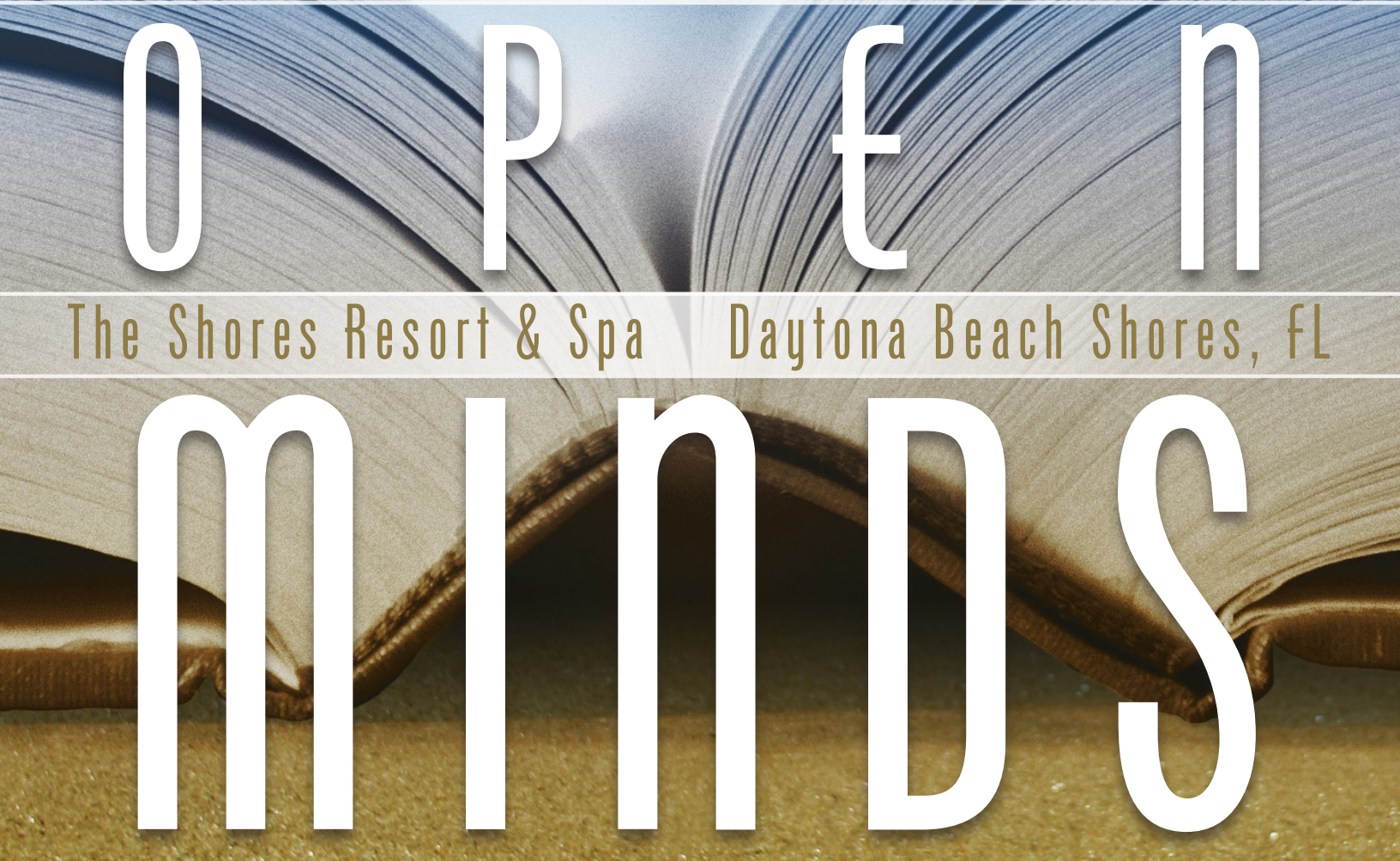


# OPEN

Florida Literacy Conference

# BOOKS

May 13-15, 2025



# OPEN

The Shores Resort & Spa    Daytona Beach Shores, FL

# MINDS

# **Adult Learner Day Schedule**

**Tuesday, May 13, 2025**

## **8:30 am - 9:20 am: Adult Learner Orientation**

***Marty Finsterbush – Bill France B***

This session will review the day's events and orient students to the Conference. Come to learn, have fun, and make new friends!

## **9:30 am - 11:00 am: Opening General Session**

**Keynote Speaker: *Cameron Mattingly, Coca Cola – Richard Petty Ballroom***

Cameron Mattingly brings nearly 30 years of leadership in the Coca-Cola system and currently oversees the company's philanthropy across North America. Diagnosed with dyslexia and ADHD, Cameron once hid his learning differences. Today, he champions literacy and advocates for children and adults who learn differently. He also leads behavioral health efforts in rural Georgia and has volunteered on global education and care projects. He lives in Jesup, GA with his wife and two children.

## **11:15 am – 12:30 pm: Choose a Session**

**Adult Learner Experience – Bill France C**

***Marty Finsterbush & Cameron Mattingly, Coca Cola***

Join this interactive workshop as adult learners discuss why they have enrolled and stayed in their programs. Adult learners who attend this session will get an opportunity to participate in sharing their stories and experiences in life and adult education.

**Speak Like a Native: Fun with American Idioms – Atlantic Ballroom**

***Mary Quijano, Literacy Council of Upper Pinellas***

Learn common American idioms like "break the ice" and "hold your horses" in this interactive session! Discover fun and useful English phrases that Americans use to help you sound more like a native speaker.

**Entrepreneurship and How SCORE Can Help – Coastal Room**

***Carlos Soldevilla, SCORE Volusia/Flagler***

Are you interested in starting or growing a small business? Learn the basics of entrepreneurship and how SCORE provides free mentoring and business education to help.

## 12:30 pm – 2:00pm: Lunch on Your Own

Students who pre-registered will receive a boxed lunch. *Please go to the River Room upstairs to receive your lunch.*

### 1:00 pm – 2:00 pm: Florida Literacy Coalition Annual Meeting Richard Petty Ballroom (Optional)

Find out what's new at the Florida Literacy Coalition (FLC). Your participation is welcome as we review and discuss FLC programs and future directions. Be the first to get a copy of the newly released adult learner essay book, *Pathways*. Several student authors will read their essays, which is always a highlight! So, grab your lunch and join us. Attendees will be entered to win two free 2025 Florida Literacy Conference registrations.

## 2:15 pm – 3:30 pm: Choose a Session

### **Develop Learning Strategies to Achieve Academic Success – Richard Petty** **Veronica Pavon-Baker, Literacy Volunteers of Collier County**

Learn how to get organized and increase purposeful behaviors to be able to process information. Explore ways to create a study plan to achieve your academic goals.

### **Managing your Money with Smart Credit and Safe Choices – River Room** **Lucas Katz, Miami Dade College**

Learn how credit scores work, build strong credit habits, and spot common scams. Gain tools to protect your finances and avoid identity theft.

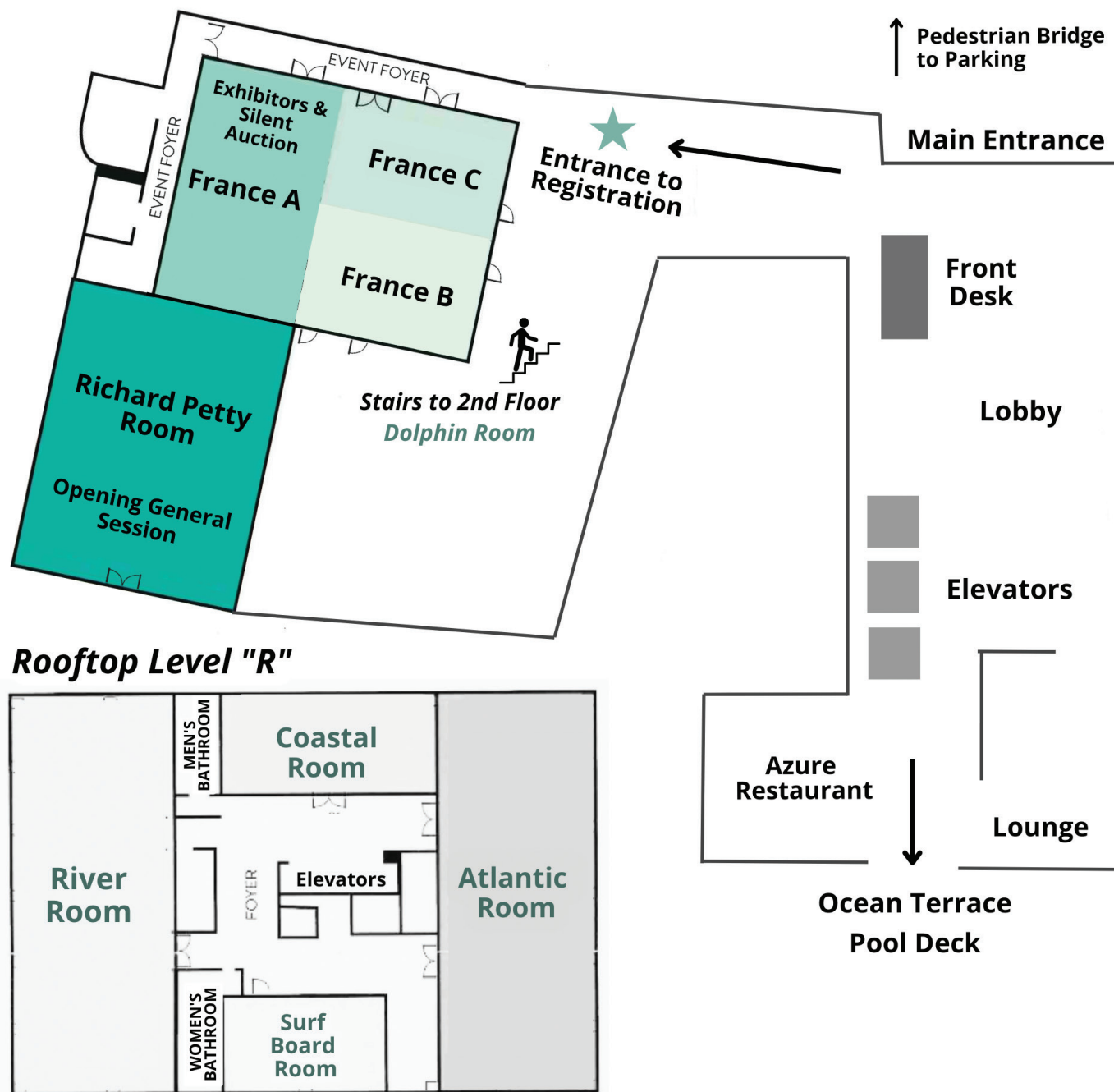
We are excited to have you join us for Adult Learner Day! If you have any questions during the day, please stop by the registration desk or ask someone in the hall wearing a “volunteer” or “staff” ribbon for help. Thanks for being here - we hope you have a good time and learn something new!

Gregory Smith, Executive Director  
Florida Literacy Coalition

*Special thanks to the Florida Department of Education, Division of Career and Adult Education and the Adult Learner Day Committee.*



# Hotel Map



## CONFERENCE EXHIBITORS - LOCATED IN BILL FRANCE A

<b>Table 1</b>	<b>American College of Education</b>
<b>Table 2</b>	<b>Aztec Software</b>
<b>Table 3</b>	<b>Cambridge University Press</b>
<b>Table 4</b>	<b>Casas</b>
<b>Table 5</b>	<b>Essential Education</b>
<b>Table 6</b>	<b>Florida Literacy Coalition</b>
<b>Table 7</b>	<b>GED Testing Service</b>

<b>Table 8</b>	<b>Harris Financial Coaching</b>
<b>Table 9</b>	<b>Imagine Learning</b>
<b>Table 10</b>	<b>Money Habitudes</b>
<b>Table 11</b>	<b>National Geographic Learning</b>
<b>Table 12</b>	<b>ProLiteracy/New Readers Press</b>
<b>Table 13</b>	<b>Townsend Press</b>