



Speaker Bios

Monday Breakout Sessions



Janelle M. Pedulla, CPA, MBA, is the owner of LongwoodCPA and is responsible for providing full client service with an emphasis on small business and start-ups. an entrepreneur for most of her adult career, she has “been there, done that” experience which allows her to relate to owners of small business on many levels.

Janelle earned her B.S. in Commerce and her M.B.A. with a concentration in Accounting from Niagara University in Lewiston, New York. She is originally from Niag Falls, New York and moved to Central Florida in April of 2015.

Session: Monday, Jan 31, Breakout Session – Sellability Assessment



George Rosen is a certified business broker who specializes in business valuations for privately held companies. His expertise has help businesses prepare for sale, financial planning, estate planning and gifting purposes. George consults in operations, finance and business strategies to help prepare for succession planning.

Mr. Rosen earned his BSBA in Accounting at the University of Central Florida, and AA in Business Administration from the University of Hawaii. Mr. Rosen is in a presenter for Lorman Education Services on Business Valuation for main-street businesses.

Session: Monday, Jan 31, Breakout Session – Sellability Assessment



Steve Benjamin is the Manager of Investment Advisory Services at Sit Investment Associates in Minneapolis. Steve works with financial advisors, individual invest and leads investment seminars and 401(k) meetings throughout the year. Prior to joining Sit in 1997, Steve worked for 10 years in a variety of roles at IDS Financia Services (now Ameriprise) including selling retirement plans with financial advisers to small business owners. Steve graduated from Hamline University in 1986, is Series 7 licensed and has obtained the CEBS and CRPC designations.

Session: Monday, Jan 31, Breakout Session – Investing, Your Brain and Behavioral Finance and Money Beliefs and Financial Behaviors



Alec Strain is a Business Development Officer at Bitwise Asset Management, a pioneer in crypto index funds. He is a leading resource on cryptoassets, and is dedicated to educating investment professionals on the technological innovations they represent. Since joining Bitwise he has spoken with thousands of financial advisors about the investment case for crypto. He was previously a Wholesaler at Eaton Vance, where he focused on fixed income securities and ESG investing. Al resides in Boston, and when he is not working you can find him enjoying the many outdoor activities that New England has to offer.

Session: Monday, Jan. 31, Breakout Session - A Professional Investor's Guide To Bitcoin, Blockchain, and Crypto



Travis Conlan joined Hines in 2013 after a 12-year professional basketball carrier in Europe. Prior to that Travis attended the University of Michigan from 1994-98 where he graduated with a BA in Communications and a minor in Business. In 2013 Travis was the regional director for Hines in the Midwest working with clients i Michigan, Indiana, Kentucky and Ohio.

In 2016 Travis relocated to Tampa, FL where he currently lives and is the Regional Director for Florida and Puerto Rico. Having spent 12 years in 5 different countri in Europe has given Travis great insight and knowledge of the European landscape. In His free time Travis is active in all kinds of sport, outdoor activities and spending time with his wife Katharina and two children Jonas (16) and Lani (13). Travis also speaks 3 languages and is an avid guitar player.

Session: Monday, Jan 31, Breakout Session – Global Real Estate in the New Covid World: Hedging Against Inflation and Interest Rate Risk



JD Gardner founded Aptus in 2013 to attack the behavior gap. With simplicity as a discipline, Aptus is designed to merge theory with reality. An investor’s return is more important than an investment’s return, and we deliver solutions designed to minimize behavioral inefficiencies and maximize outcomes.

JD holds undergrad and graduate degrees from Wright State University. He lives in L.A. (Lower Alabama of course) with his wife Mallory and their 4 kids (JJ, Luke, Mims, & Silas).

Session: Monday, Jan. 31, Breakout Session: Sustainable Growth: Managing Your Exceptions Not Just Your Models