

Registration Information

HOW to REGISTER

Online at:
lakelandcc.edu/ec

Please be prepared to register using your credit card. This is a prepaid event.

For more information, contact: Tammy Bailey at 440.525.7312.

Date: Friday, June 5, 2015

Time: 7:30 a.m. – 1:30 p.m.

Location: Lakeland Community College
(Breakers Dining Hall • S-Building)

Cost: \$35 per person

Website: lakelandcc.edu/ec

Registration Deadline:
May 28, 2015

Sponsored by

This event at Lakeland Community College is in partnership with:



Lakeland's Entrepreneurship & Ohio Small Business Development Center
lakelandcc.edu/ec



www.joyce.house.gov



Mentor Economic Assistance Corporation
www.meacoweb.com



Lake County Ohio Port & Economic Development Authority
www.lcport.org



Small Business Administration
www.sba.gov



Lake County Development Council
www.lakecountyydevelopmentcouncil.org



Lake Communicators
www.lakecommunicators.com



COSE Council of Smaller Enterprises
www.cose.org



Spirit Media
www.spiritmedia.com



WINT 1330am
www.winradio.com

The Small Business Development Center Program of Ohio (SBDC) is funded in part through a cooperative agreement with the U.S. Small Business Administration. The SBDC program is also funded in part by the Ohio Department of Development. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Angela Clements Cattell, 1 Victoria Place, Painesville, Ohio; 440-357-2290 x235.



7700 Clocktower Drive
Kirtland, OH 44094



2015 Small Business Symposium

Learn from experienced entrepreneurs

Friday, June 5, 2015
7:30 a.m. - 1:30 p.m.



Get the tools you need to start
or grow your business.

2015 Small Business Symposium

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Invest in your business's future today!



Congressman
Dave Joyce



Kordell Norton
Keynote Speaker



Lisa Ryan
Grategy

Highlights Include:

- Congressman Dave Joyce "Washington D.C. Updates"
- Lisa Ryan, Opening speaker "The Gratitude Advantage: Giving and Receiving for Fun and Profit"
- Kordell Norton, Keynote speaker "Making a Difference - YOU Can Change the World ... a Look at the Butterfly Effect"
- "Build a Website for Your Business" (Special registration - \$10)
- And More



lakelandcc.edu/ec



Benefits of attending

- Learn from experienced business owners
- Get the answers and tools you need to succeed
- Network with other entrepreneurs
- Explore a variety of topics and visit expert vendors

Who should attend

- Small business owners and employers
- Individuals thinking of starting a small business

Schedule of Events & Special Programs

7:30 - 8 a.m. - Breakers	Registration - Breakers Dining Hall (S-Building) Exhibit Hall Open & Continental Breakfast
8 - 8:05 a.m. - Breakers	Welcome with Dr. Morris Beverage
8:05 - 8:35 a.m. - Breakers	Opening Speaker, Lisa Ryan - “The Gratitude Advantage: Giving and Receiving for Fun and Profit” Join Lisa as she reveals five strategies to let your customers know you have the right stuff to keep their business.
8:35 - 8:50 a.m. - Breakers	Washington D.C. Update for Business with Dave Joyce - Congressman Dave Joyce will provide information on the budget process, reforming the tax code and the efforts to protect Lake Erie and our Great Lakes.
8:50 - 9:15 a.m. - Breakers	Exhibit Hall & Refreshment Break
9:15 - 12:15 p.m. Breakout Rooms	Small Business Symposium Workshop Sessions
12:15 - 1:15 p.m. - Breakers	Lunch with Keynote Speaker, Kordell Norton - “Making a Difference - YOU Can Change the World ... a Look at the Butterfly Effect.” Laugh and cry as you journey through the lives of soldiers, slaves, criminals, and heroes who make a difference.
1:30 - 3 p.m. - C-1010	“Build a Website for Your Business” - (\$10 Special Registration)

Marketing and Sales

“Master LinkedIn for Business Growth” Diane Helbig, President, Seize This Day Coaching	
9:15 - 10:05 a.m. Room • A-2012	LinkedIn is a powerful business tool. In this presentation we'll review how you can use it to grow your business. You'll learn about headlines, groups, searches, posting effectively and more. Bring your questions!
10:05 - 10:20 a.m.	Snack & Vendor Time
“Use of Social Media in Business” Rob Freitag & Frank Vaccariello, Eyelighting	
10:20 - 11:10 a.m. Room • A-2012	This session will cover how you can boost your business profile and profits just by choosing the right social media platforms and practices.
“Developing YOUR Personal Charisma” Kordell Norton, Certified Speaking Professional	
11:25 a.m. - 12:15 p.m. Room • A-2012	Learn the secrets of Up-talk and Down-talk, and how they will make you more powerful in your speech. Discover how to instantly make people like you. You will explore the brain chemistry changes that you can evoke in others that will draw them to you. Learn how to use select facial expressions, body language and voice tools to drive your personal charisma through the roof.

Finance and Operations

“Fraud Identification and Prevention” Frank A. Suponcic CPA, CFE, CFF, Partner, Skoda Minotti	
9:15 - 10:05 a.m. Room • A-2101	Many companies fail to recognize where they are most vulnerable. In this class, we will identify frequently targeted accounts, common internal embezzlement schemes, and review many red flags of which all business owners should be aware. Finally, we will discuss over a dozen preventative fraud practices for business owners to consider, so they minimize any loss of profits due to employee theft and in turn keep more of what their business earns.
10:05 - 10:20 a.m.	Snack & Vendor Time
“Show Me the Money” Banking Panel: Gil Goldberg, SBA District Director, Allen Weaver, Lake National Bank, David Merkel, JP Morgan Chase Bank, Kiley Smith, Home Savings, and Patrick Paoletta, Huntington Bank Alternative Funding: Patrick White, President, Biz Fund It	
10:20 - 11:10 a.m. Room • A-2101	This session will cover traditional and alternative financing and how to get access to capital for your new or existing business. Gil Goldberg from the SBA Cleveland Office will moderate a panel discussion with local lenders. Also, Patrick White will discuss how you can obtain funding through private lenders and independently owned brokerage companies.
“Business Valuation in Exit Planning” Sean R. Saari, CPA/ABV, CVA, MBA, Partner, Skoda Minotti	
11:25 a.m. - 12:15 p.m. Room • A-2101	In this session, participants will learn about the fundamentals of business valuation and ways to capitalize on exit planning opportunities that will help meet your business, personal and financial goals. We will walk through a valuation case study and show you ways to help you maximize your return when exiting your business while minimizing difficulties in the selling position.

Human Resources

“Making a Lasting Impression: The Importance of Business Etiquette” Bob Pacanovsky, Vätion Group (formerly Robert J. - Training & Design)	
9:15 - 10:05 a.m. Room • A-2017	In the digital age, professional etiquette is often overlooked. It's more than which fork to use at the table (although that's important too!) It's about creating positive and lasting impressions, and having the manners and soft skills to “outclass the competition.” This workshop will cover the basics so you're prepared for the next luncheon, conference or trade show.
10:05 - 10:20 a.m.	Snack & Vendor Time
“Top Ten Ways to Prevent Unethical Behavior at Your Business” Elizabeth Crosby, Attorney, Labor Employment and Workers' Compensation	
10:20 - 11:10 a.m. Room • A-2017	Most behavior concerns in the workplace begin and continue because they are not discouraged. By identifying the corporation's values and mission, companies can prevent unethical behavior, reduce contentious behaviors of its workforce, and develop a proactive, legally sound platform on which to grow and prosper.
“X + Y + Z = A Generational Mess for Your Workplace” Jon Hyman, Lawyer, Meyers, Roman, Friedberg & Lewis	
11:25 a.m. - 12:15 p.m. Room • A-2017	Generational issues might be the most important interpersonal aspect of managing employees in today's workplace. Yet, this issue is rarely discussed. This session will explore the importance of taking the time to craft workplace policies that properly account for the divergent ideas of Boomers, X-ers and Y-ers.

Start-Up Business

“Exploring Franchise Ownership” Terese McGroarty, Franchise Consultant	
9:15 - 10:05 a.m. Room • A-2010	This workshop will discuss the three business classes: resale, start-up and franchising. Topics covered will include, taking a look at what is involved with franchise ownership, the different types of industries available for franchising, and building a strategy using an established proprietary process to match a person's talents and goals with the right franchise choice.
10:05 - 10:20 a.m.	Snack & Vendor Time
“How to Create a Great Business Plan” Bill Bumbalo, SCORE, Cleveland Chapter	
10:20 - 11:10 a.m. Room • A-2010	A business plan is a vital aid to help you manage your business more effectively and can help you secure financing. In this class you will learn the main components of a business plan, how to articulate your mission/vision statement, types of market research and resources available, different marketing strategies, the various legal structures and legal agreements/documents, and how to understand your expenses, financial problems and cash flow.
“Small Business Resources and Programs for Veterans” John Renner, Supervisory Business Development Specialist, Small Business Administration and Jane Stewart, Director, NEO-PTAC	
11:25 a.m. - 12:15 p.m. Room • A-2010	This session will provide an overview of small business resources and programs that are available to Veterans. Specifically, the session will highlight SBA and PTAC assistance for Veteran-owned companies including the SBA Advantage loan program, the VA's verification program and federal contracting opportunities.

Build a Website for Your Business

“Build a Website for Your Business” - \$10, Registration fee	
1:30 - 3 p.m. Room • C-1010	We are excited to offer again, “Get Your Business Online” assistance from Google. Learn how to create and publish an easy-to-build website, a domain name and hosting in just 60 minutes. You will need an established gmail account and know your password. The website is free but to complete publishing activity you will need to have a credit/debt card. <i>(You can finish this step later if you choose.)</i> Register for this training when you register to attend the symposium. Seats are limited and will fill up fast.

