



# Summer Conference Seminars

July 28-31, 2016

Wyndham Oceanfront Hotel

5700 Atlantic Avenue

Virginia Beach, VA 23451

## Olympic Trials: Hiring the Right Person

Recruiting & hiring the right person has never been more difficult. Some of the things that are going to be discussed are Internet recruiting: How to get the biggest bang for your buck; How do you recruit Senior management and what about truck drivers? How can small companies get the best candidates? Ways to recruit college graduates? Then, of course, the question is "are you SURE you're getting what you think you're getting"? This seminar will take place **Friday, July 29, at 2:15 PM.**



**Zuni Corkerton, Founder and President of RefCheck**, has over 25 years of experience in the human resources industry. Through her expertise and knowledge, she has helped several companies including Fortune 500 ones. **Guy Stanley, VP of Human Resources for The Lester Group, Inc.**, has over 35 years of experience in human resources, recruiting, benefits, organizational development, training and compensation.

## Olympic Strategy: Planning Your Course

Dr. Ed Seifried, our favorite economist, will talk about the economy in 2016. Interest rates, the stock market, a sluggish global economy & slow economic growth in the U.S. are major headlines. Dr. Ed will tackle these issues and much more during his presentation. He'll also discuss current economic conditions and provide an economic forecast so you can plan your course. This seminar will take place **Friday, July 29 following the seminar "Hiring the Right Person."**



**Dr. Ed Seifried** is a Professor Emeritus of Economics and Business at Lafayette College and has led many educational programs throughout his career. Most recently, Ed is the Executive Director of the Sheshunoff Affiliation Program.

## Olympic Results: Out of the Clouds Comes ..... Technology!

Technology is growing so fast most of us can't keep up with it! Chris Rader, founder of Rader Solutions, will address questions many of you are asking. Questions such as: What are the advantages of the new software that is out there now? What will future systems do differently? Why the cloud and why now? How can I have a system not tied to a desk? Should I be worried about fraud prevention? This seminar will take place **Saturday, July 30 at 10:30 AM.**



**Chris Rader, founder of Rader Solutions**, was exposed to the fundamentals of the building supply business at an early age while working in his family's lumber business. Today, Chris and his staff manage Information Technology for over 150 companies and he has worked on-site with over 500 building supply companies in 45 states.

## Olympic Strategy: Champions By Design

Now that the housing industry is starting to recover, what keeps you up at night? Carl Rogers will lead a roundtable discussion on topics such as structuring an incentive program for potential ownership to get more people to join the company and how to find sources of income needed to grow the business. Questions such as: Is this the time to look for another location or is it time to expand my investment into the company via new products or scopes of the business? Where do I want to be in 5 years? It's time to start designing your future! This discussion takes place **Sunday, July 31 at 8:00 AM.**



**Carl Rogers, President of Rogers & Associates**, works with business owners, their families and their top managers on addressing issues such as business planning strategies, business succession, retirement, and compensation. In recent years this has included working with the next generation on their journey toward financial independence in whatever form they envision.