

Registration Information

HOW to REGISTER

Phone: 440-525-7315

Fax: 440-525-7658

E-mail: wdce@lakelandcc.edu

Please be prepared to indicate which track you plan to attend so that seating can be provided.

Who should attend: Small business owners, minority business owners and people looking to start a business

Date: Tuesday, May 18, 2010

Time: 8:00 a.m. - 2:30 p.m.

Location: Lakeland Community College (Breakers Cafeteria, A-Building)

Cost: FREE

Registration Deadline: May 14, 2010

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About Our Partners

This event at Lakeland Community College is in partnership with:

WDCE - As part of Lakeland Community College, the **Workforce Development & Continuing Education - Entrepreneur Initiative** is dedicated to developing workforce talent, strengthening businesses, promoting economic success and participating in the development of a vibrant community in the area we serve. www.lakelandcc.edu.

LCPORT - The **Lake County Port Authority - Small Business Development Center**, was established in 1985 to address economic growth in Lake County and an increased standard of living for its residents. The mission of the Center became one of promoting business retention and expansion first, followed by the attraction of new industry to our community. www.lcport.org

MEACO - The **Mentor Economic Assistance Corporation** is a not-for-profit Certified Development Corporation working in conjunction with the City of Mentor, Small Business Administration and local banks to provide low interest loans to Mentor and Northeastern Ohio Businesses. www.meacoweb.com

SBA - The U.S. **Small Business Administration** was created in 1953 as an independent agency of the federal government to aid, counsel, assist and protect the interests of small business concerns, to preserve free competitive enterprise and to maintain and strengthen the overall economy of our nation. www.sba.gov

Sponsored by



For more information or to register call, Lakeland Workforce Development & Continuing Education at 440-525-7315 or e-mail wdce@lakelandcc.edu.

LAKELAND
COMMUNITY COLLEGE
Workforce Development & Continuing Education

7700 Clocktower Drive
Kirtland, Ohio 44094-5198

FREE Small Business Symposium

Road to Success

Learn from the Experts

**Tuesday
May 18, 2010**

LAKELAND
COMMUNITY COLLEGE
Workforce Development & Continuing Education

FREE Seminar

Get the tools and direction you need to get your small business on the road to success.



FREE Small Business Symposium

Road to Success

Learn from the Experts

Tuesday, May 18, 2010

8:00 a.m. - 2:30 p.m.



Get the tools and direction you need to get your small business on the road to success.

FREE
when registered by May 14

Four tracks to choose from:

- Marketing Track
- Operations Track
- Start-Up Track
- Minority Business Track

LAKELAND
COMMUNITY COLLEGE
Workforce Development & Continuing Education

440-525-7315
www.lakelandcc.edu



Looking to start a business? Already own a small business? Join us for a special one-day event to help you make informed decisions for success. Learn from experienced business owners and experts on such topics as marketing, human resources and finance. Get answers to your questions - whether it is where do I start, how to write a business plan, or what are my next steps to advance my business. Get the tools and direction you need to get your small business on the road to success!

Road to Success Schedule of Events

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| 8:00 - 8:25 a.m. | Registration - Breakers Cafeteria (Exhibit Hall Open) <i>Continental Breakfast Buffet available at 8:00 a.m.</i> |
| 8:25 - 8:35 a.m. | Welcome from Lakeland Community College President, Dr. Morris W. Beverage Jr. Opening remarks from Gilbert Goldberg , District Director Small Business Administration, Cleveland OH |

Marketing Track

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| No-Budget Marketing - Phil Stella, Effective Training & Communication Inc. | |
| 8:40 - 9:30 a.m. Room A-2102 | Not enough expertise to market your own business and not enough budget to have someone else do it for you? Learn to maximize the impact of the three R's - building Relationships that led to Referrals and Repeat business. Harness the Power of the Pen, Platform and Pro Bono. |
| Grow Your Business with Direct Mail - Peggy Havanas, USPS | |
| 9:40 - 10:25 a.m. Room A-2102 | This session is for any business owner who wants to stay in business, is constantly looking for new, effective ways to advertise. Learn proven Direct Mail tactics to get new customers, create customer loyalty and help improve your bottom line. Get expert instruction on all the key elements of Direct Mail from planning your campaign all the way through tracking your results. |
| Earning Customer Loyalty - Deborah Chaddock Brown, AllWrite Ink | |
| 10:35 - 11:20 a.m. Room A-2102 | We all have competition. How are you building relationships with your customers to earn their loyalty? You'll learn concrete tips and techniques to make it easy for customers to remember you, refer you, and return the next time they need your products and services. |
| How Web 2.0 Can Make or Break Your Business Tiffany Lardomita, INERVO Personal Development Services | |
| 11:30 - 12:15 p.m. Room A-2102 | Discover the revenue generating models social media startups are using and how you can apply these tools to jumpstart your own "offline" business. Topics will include LinkedIn, Facebook, blogs, podcasts, YouTube, and Twitter. |
| LUNCH BREAK (12:15- 1:30 p.m.) - Breakers Cafeteria, First Floor Keynote Speaker: Anita Campbell , CEO, Small Business Trends, LLC | |
| Networking - How You Are Perceived Is Your Reality Donald Wayne McLeod, LISTEN † UP | |
| 1:40 - 2:25 p.m. Room A-2102 | Learn how to improve your communication and interpersonal skills, get results from effective networking, make a powerful first impression and learn how to create a presence online through Social Media. |

Operations Track

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| ROAR! HR Management - Pat Perry, President ERC (Employer's Resource Council) | |
| 8:40 - 9:30 a.m. Room A-2012 | This is a fast paced, uplifting and thought-provoking presentation that will leave you thinking about how you and your business are approaching 2010 and beyond. Pat peels back the "bad news" of the day and unveils the possibilities that exist to regain personal, professional and business confidence, and success. |
| What You Don't Know About QuickBooks May Cost You Scott Gregory, Bottom Line Accounting | |
| 9:40 - 10:25 a.m. Room A-2012 | Gain valuable insight on best practices when it comes to your accounting systems and software. |
| IRS Small Business Resources John Linstead, Internal Revenue Services | |
| 10:35 - 11:20 a.m. Room A-2012 | How to navigate IRS.gov for business plus other useful business resources. Information on business.gov, audit techniques, guides and "tax centers" which are links to industry specific tax information. |
| Access to Capital - Jay Giles & Sharon Jarold, Middlefield Banking Tom Sangrik, SBA programs | |
| 11:30 - 12:15 p.m. Room A-2012 | Information on how the banker evaluates a credit request, the loan application process, and opportunity costs. Attendees will also hear about some of the U.S. Small Business Administration programs that are available which can assist businesses in accessing capital. |
| LUNCH BREAK (12:15- 1:30 p.m.) - Breakers Cafeteria, First Floor Keynote Speaker: Anita Campbell , CEO, Small Business Trends, LLC | |
| The Arteries and Veins That Keep Your Company Alive - Cash Flow Tim Campbell, Bond, Sippola & DeJoy | |
| 1:40 - 2:25 p.m. Room A-2012 | Helpful strategies and tips to improve your company's cash flow. Learn about the importance of cash flow management and how being proactive in this facet will keep your company on top through these difficult times. |



Minority Business Track

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| Getting in the Corporate Door - Dana Heffner, FirstEnergy Corp. | |
| 8:40 - 9:30 a.m. Room A-2011 | As a minority owned business, learn how to sell to big corporations. We'll cover where you start, the steps and the pitfalls. |
| Preference Programs & Certifications in Federal Government Contracting John Renner, Business Development Specialist, SBA | |
| 9:40 - 10:25 a.m. Room A-2011 | Learn about various certification programs in Federal government contracting that can give you an advantage. The following programs will be discussed during this session: (1) the 8(a) Business Development & Contracting Assistance Program (2) The Small Disadvantaged Business Certification (3) Historically Underutilized Business Certification (HubZone) Program. |
| Adding Tools to Your Business Toolkit: Understanding and Benefiting from Minority Business Certification Camille Bragg, Northern Ohio Minority Supplier Council | |
| 10:35 - 11:20 a.m. Room A-2011 | In this workshop, you will learn about the Northern Ohio Minority Supplier Development Council, minority business certification and how certification can benefit your business. There will also be an overview of the certification process followed by Q&A. |

Start-Up Track

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| Developing a Business Plan - Cathy Haworth, Economic Development Consultant | |
| 8:40 - 9:30 a.m. Room A-2009 | Everyone who owns or plans to own their business should have a business plan. This presentation will cover: Is there a set format for a business plan? Can you only write a business plan once? And how will a business plan help my business? |
| Prototyping/Patents - Tom Southards & Verna Fitzsimmons, KSU | |
| 9:40 - 10:25 a.m. Room A-2009 | What is it? How can it help your business in product developing, reserve engineering, casting and pattern making, rapid tooling medicine, or rapid manufacturing. |
| Could Investing in Your Own Franchising Be the Answer? Joel Libava, The Franchise King | |
| 10:35 - 11:20 a.m. Room A-2009 | Are opportunities in franchise ownership right for you? You'll learn about the five categories, how much money you'll need to have to invest in one, plus you'll learn some great franchise facts and myths that will help you decide whether or not to pursue the American Dream, via the franchise business model. |
| Selling to the Government - Bob Fenn, PTAC, Lake County Port Authority | |
| 11:30 - 12:15 p.m. Room A-2009 | Small businesses should not overlook selling their products and services to the government. This presentation will cover the following: Why businesses should consider selling to the government? Can my business sell to the government? Should I sell to the government? Is there someone to guide me? How do I get started? |
| LUNCH BREAK (12:15- 1:30 p.m.) - Breakers Cafeteria, First Floor Keynote Speaker: Anita Campbell , CEO, Small Business Trends, LLC | |
| SCORE Counseling and Roadmap for Success Jon Slaybaugh, Entrepreneur Success Strategies LLC | |
| 1:40 - 2:25 p.m. Room A-2009 | Services offered by SCORE. Why the ROADMAP for SUCCESS training is needed along with success principles contained in the complete training program. |

For CPE's The Cleveland Chapter of the Institute of Management Accountants (IMA) is offering six hours of CE's for this event. Pre-registration is required for CE's.

New this year! The Minority Business Track

Minority Business Track

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| MBE and EDGE Programs Patrice Davis, Outreach Coordinator, Department of Administrative Services | |
| 11:30 - 12:15 p.m. Room A-2011 | This session will explore industry standards and world class views of supplier diversity initiatives, how establishing successful partnerships and collaborating with MBE and EDGE vendors will contribute to the growth and health of Ohio's economy and the development and implementation of world class best practices in doing business with minority, women and small disadvantaged businesses. |
| LUNCH BREAK (12:15- 1:30 p.m.) - Breakers Cafeteria, First Floor Keynote Speaker: Anita Campbell , CEO, Small Business Trends, LLC | |
| MCBAP Services for Disadvantaged Businesses Don Graham, Minority Contractors Business Assistance Program | |
| 1:40 - 2:25 p.m. Room A-2011 | The MCBAP goals and objectives are to train, prepare and assist eligible companies in securing loans, bonds, contracts and MBE/EDGE certifications, eligible businesses are existing and start-up minority business enterprises from socially and economically disadvantaged businesses. |