

Ask the Experts - Schedule of Speakers

Thursday, May 10, 2018 | Salvatore's Italian Gardens | 1:30-5 p.m.

Room #1 - Venetian Ballroom

- 2:30 p.m.** "Why Automation is Your Friend: Sales, Marketing and Beyond" *presented by Daniel Bell, Newbird LLC*
- 3:00 p.m.** "Brand & Identity" *presented by Brian Grunert, White Bicycle*
- 3:30 p.m.** "Five Things You Should Know but Your Financial Advisor Isn't Telling You" *presented by Brian Laible, Landmark Wealth Management*
- 4:00 p.m.** "Four Point Resizing Plan for Elders" *presented by Michael Olear, Olear Realty Group, Inc.*
- 4:30 p.m.**—Note, there is no session at this time due to happy hour set-up
- 5:00 p.m.** 30th Anniversary Recruitment Happy Hour

Room #2 - New Crystal Ballroom

- 2:30 p.m.** "Your iPhone and the Border: Your Privacy Rights" *presented by Rosanna Berardi, Berardi Immigration Law*
- 3:00 p.m.** "Protecting Your Family & Investment: Pest Proofing 101" *presented by Audrey Hall, Eco Serve Pest Services*
- 3:30 p.m.** "Five Essential Soft Skills That Grow Your Business" *presented by Susan Makai, Personal Best*
- 4:00 p.m.** "Five Technologies That Can Change Your Life" *presented by Heather Sidorowicz, Southtown AV*
- 4:30 p.m.** "Hidden Secrets in Your Financials" *presented by Dan Tirone, Dan Tirone, CPA*
- 5:00 p.m.** 30th Anniversary Recruitment Happy Hour

Room #3 - Victorian A Ballroom

- 2:30 p.m.** "You're Sitting on a Time Bomb" *presented by Joe Fox, TrainSMART Personal Fitness*
- 3:00 p.m.** "Mission vs. Revenue: Are You True to Your Vision?" *presented by: Kimberly Kociencki, SPLICE*
- 3:30 p.m.** "Company Culture Crushes Competencies" *presented by LaTashia Martin, VonSwy Solutions*
- 4:00 p.m.** "Build a High-Performing Management Team for Business Growth" *presented by Diana Southall, The People Plan*
- 4:30 p.m.** "Measured Hiring" *presented by Jeff Wach, EGW Associates, Inc.*
- 5:00 p.m.** 30th Anniversary Recruitment Happy Hour

Room #4 - Victorian B Ballroom

- 2:30 p.m.** "Executive Benefits" *presented by Jim Ginnane, Planned Futures Financial Group*
- 3:00 p.m.** "The Business of Sleep" *presented by Soda Kuczkowski, START WITH SLEEP*
- 3:30 p.m.** "The HR Top Five for Business Owners" *presented by Holly Nowak, HMN Resources LLC*
- 4:00 p.m.** "Challenging Employees and Having Those Difficult Conversations" *presented by Lisa Stefanie, TripleTrack HR Partners*
- 4:30 p.m.** "Economic Development" *presented by Steve Weathers, ECIDA*
- 5:00 p.m.** 30th Anniversary Recruitment Happy Hour

How it works:

Select a topic or speaker of interest from 1 of 4 rooms for each of the 5 time slots. There will be 10 minutes between sessions to switch between rooms as desired.

Note: Those considering the Core program are welcome to join an alumni as a guest for the duration of the day. Stick around for our 30th Anniversary Recruitment Happy Hour directly following Ask the Experts.

My Schedule:

- 2:30 p.m.** _____
- 3:00 p.m.** _____
- 3:30 p.m.** _____
- 4:00 p.m.** _____
- 4:30 p.m.** _____
- 5:00 p.m.** 30th Anniversary Recruitment Happy Hour

Ask the Experts - Topic Descriptions

Listed alphabetically by speaker's last name

Daniel Bell, Newbird LLC, "Why Automation is Your Friend: Sales, Marketing and Beyond"

Automation is more than a buzz-word. It will continue to revolutionize the way that businesses communicate and build. We need to embrace the times of change and understand ways that our businesses can increase profit and margin.

Rosanna Berardi, Berardi Immigration Law, "Your iPhone and the Border: Your Privacy Rights at the Border"

Can the government search your iPhone at the border? Can they look at proprietary business info? This session will explore your rights at the border and teach you how to keep your business information protected.

Joe Fox, TrainSMART Personal Fitness LLC, "You're Sitting on a Time Bomb"

Sitting is the new smoking. What happens when we sit, and what can we do about it?

Jim Ginnane, Planned Futures Financial Group, "Executive Benefits"

A discussion of creative benefits for owners and key employees.

Brian Grunert, White Bicycle, "Brand & Identity"

Companies have a pretty good sense of why branding is important. Still, words like "brand" and "identity" are often used (or misused) interchangeably, or too narrowly as descriptors for communications tactics.

Audrey Hall, Eco Serve Pest Services, "Protecting Your Family & Investment: Pest Proofing 101"

We will take a look at how to best keep your home safe and sealed from wood destroying insects and pests that can bring in harmful bacteria, pathogens, and diseases.

Kimberly Kociencki, SPLICE, "Mission vs. Revenue: Are You True to Your Vision?"

Learn how to build a strategic plan to meet your objectives and reach your goals.

Soda Kuczkowski, START WITH SLEEP, "The Business of Sleep"

Attend to discuss the business of sleep and self-care in entrepreneurship with Sleep Health Educator, Consultant and Coach, Soda Kuczkowski.

Brian Laible, Landmark Wealth Management, "Five Things You Should Know but Your Financial Advisor Isn't Telling You"

There are a number of items that individuals should know when investing and growing their wealth. This presentation will focus on five key areas that will help investors be successful. Many of these are overlooked or not explained by financial advisors.

Susan Makai, Personal Best, "Five Essential Soft Skills That Grow Your Business"

In an often hard skills business environment, I will discuss the importance of work ethic, interpersonal and public communication, and workplace behavior.

LaTashia Martin, VonSwy Solutions, "Company Culture Crushes Competencies"

Defining and communicating company culture can enhance your ability to attract, hire, develop and retain the right talent for your organization.

Holly Nowak, HMN Resources LLC, "The HR Top Five for Business Owners"

This talk will identify five of the most commonly misunderstood or misapplied areas of HR.

Michael Olear, Olear Realty Group, Inc., "Four Point Resizing Plan for Elders"

Quickly learn the key topics and sequencing for assisting an older adult with preparing, planning and executing a safe, low stress transition to a home that better meets their needs.

Heather Sidorowicz, Southtown Audio Video, "Five Technologies That Can Change Your Life"

Technology is moving at a faster pace than ever before and we are often sidetracked by the latest and greatest. However, there are a few of these technologies that can truly change your life, save time, and make you and your family feel better. Come find out how technology can improve your world.

Diana Southall, The People Plan, "Build a High-Performing Management Team for Business Growth"

This session will explore how a CEO or business owner can build the right team to complement his or her strengths, retain strategic involvement and control, while increasing business value.

Lisa Stefanie, TripleTrack HR Partners, "Bad Behaviors in the Workplace"

When you began your business, I bet you never imagined that you'd be having conversations with employees about hygiene issues, too much skin (or underwear!) displayed, social media posts, dropping "f-bombs" in conversations with co-workers (and often, clients!), and/or overall snarky attitudes. Sometimes we think if we ignore the bad behavior it will go away on its own; that's not usually the way it works! Come learn a strategy for having these important, but often difficult, conversations with employees.

Dan Tirone, Dan Tirone, CPA, "Hidden Secrets in Your Financials"

Basic financial statement analysis for every business person.

Jeff Wach, EGW Associates, Inc., "Measured Hiring"

Peter Drucker told us, "You can't manage what you don't measure." Let's discuss how to improve our hiring by bringing measurement to the beginning of the hiring cycle.

Steve Weathers, ECIDA, "Economic Development"

How to access capital and incentives to grow and expand your business in WNY.

Ask the Experts - Speaker Info.

Listed alphabetically by speaker's last name

Daniel Bell, Newbird LLC

Core Grad 2015

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Rosanna Berardi, Berardi Immigration Law

Core Grad 2017

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Joe Fox, TrainSMART Personal Fitness LLC

Core Grad 2009 & 2017

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Jim Ginnane, Planned Futures Financial Group

Core Grad 2008

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Brian Grunert, White Bicycle

Core Grad 2017

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Audrey Hall, Eco Serve Pest Services

MWEE Grad 2015

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Kimberly Kociencki, SPLiCE

Core Grad 2015

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Soda Kuczkowski, START WITH SLEEP

MWEE Grad 2017

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Brian Laible, Landmark Wealth Management

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Susan Makai, Personal Best

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LaTashia Martin, VonSwy Solutions

MWEE Grad 2016 & Core Grad 2018

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Holly Nowak, HMN Resources LLC

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Heather Sidorowicz, Southtown Audio Video

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Diana Southall, The People Plan

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Lisa Stefanie, TripleTrack HR Partners

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Dan Tirone, CPA

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Jeff Wach, EGW Associates, Inc.

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Steve Weathers, ECIDA

Core Grad 2015

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