

# Ask the Experts - Schedule of Speakers

Thursday, April 11, 2019 | Salvatore's Italian Gardens | 1:30-5 p.m.

## Room #1 - Venetian Ballroom

- 2:30 p.m.** "There is an "I" in team: The importance of self-awareness and personal accountability in leading a growing business" *presented by Michelle Ashby, Tipping Point Communications*
- 3:00 p.m.** "Liability Blind Spots...What General Liability does not protect you from" *presented by Joe Floss, Floss Agency, Inc.*
- 3:30 p.m.** "It takes more than passion to create a successful mid-life career change" *presented by Arlene Kaye, Fashion Lab NY, LLC*
- 4:00 p.m.** "Proactive Strategies During Growth" *presented by Gerry Murak, Murak & Associates, LLC*
- 4:30 p.m.**—Note, there is no session at this time due to happy hour set-up
- 5:00 p.m. Happy Hour**

## Room #3 - Victorian A Ballroom

- 2:30 p.m.** "Introduction to Real Estate & Investing" *presented by Paul Banas, Banas Mortgage Co. Ltd.*
- 3:00 p.m.** "4 Tenets of Organizing" *presented by Aly Luccari, Bright Organizing Solutions, LLC*
- 3:30 p.m.** "Why can't we all just get along?" *presented by LaTashia Martin, VonSwy Solutions*
- 4:00 p.m.** "Demystifying Business Valuations" *presented by Alan Pawlowski, Next Point LLC*
- 4:30 p.m.** "Digital Marketing ROI: How to do it PROFITABLY and know if it can work for you" *presented by Joel Colombo, 360 PSG*
- 5:00 p.m. 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 Recruitment Happy Hour directly following Ask the Experts.*

## Room #2 - New Crystal Ballroom

- 2:30 p.m.** "Retirement Doesn't Have to be a Scary Word: Planning Equals Power" *presented by Taunya Abaya, Buffalo First Wealth Management*
- 3:00 p.m.** "Building a "Social" Empire" *presented by Zandra Cunningham, Zandra Beauty*
- 3:30 p.m.** "How strong is your Entrepreneurial Operating System" *presented by Donald Hahn, Hahn Sales*
- 4:00 p.m.** "Stop Using DiSC That Way!" *presented by Holly Nowak, HMN Resources, LLC*
- 4:30 p.m.** "6 Steps to Create an In-House "Apprentice" Program to Build your Next Generation Team" *presented by Ginine Capozzi, KnowledgeForce Consulting LLC, and Diana Southall, The People Plan*
- 5:00 p.m. Happy Hour**

## Room #4 - Victorian B Ballroom

- 2:30 p.m.** "Personal Effectiveness" *presented by John Bielinski, CME4Life, LLC*
- 3:00 p.m.** "Everyone Communicates, Few Connect" *presented by Antoine Jackson, Jani King*
- 3:30 p.m.** "Held Hostage by our Habits: Prevention & Health from Little Movements at Work" *presented by Francie Marzec, The Real You Physical Therapy*
- 4:00 p.m.** "The Human Factor—5 ways to score more jobs and become a better human" *presented by Heather Sidorowicz, Southtown Audio Video*
- 4:30 p.m.** "CPR for Interviews" *presented by Jeff Wach, EGW Associates, Inc.*
- 5:00 p.m. Happy Hour**

### 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. Happy Hour**

# Ask the Experts - Topic Descriptions

*Listed alphabetically by speaker's last name*

## **Taunya Abaya, Buffalo First Wealth Management**

### **"Retirement Doesn't Have to be a Scary Word: Planning Equals Power"**

*What is your end game? When will you be ready to retire? Will you be financially able to choose the time? Have you thought about what you really want to do after retirement and how you get there? Every entrepreneur class teaches that from the beginning, succession planning is a necessary part of any business. Having retirement goals is essential to succession planning and financial security. Retirement planning provides future freedom. In 20 minutes, learn how to start/increase your retirement savings.*

## **Michelle Ashby, Tipping Point Communications**

### **"There is an 'I' in team: The Importance of Self-Awareness and Personal Accountability in Leading a Growing Business"**

*Discussion on growing pains, being self-aware and how stress is managed; pros and cons of being transparent with financial data; running a weekly huddle to improve communication among teams; encouraging "ownership thinking" at a workplace that empowers team members to make decisions and be accountable for their own projects/client work.*

## **Paul Banas, Banas Mortgage Co. Ltd.**

### **"Introduction to Real Estate & Investing"**

*From your first home, to investment property, investing in real estate is something anyone can do. It is a very safe way to gather wealth and income. Buffalo is one of the very hot markets in the country right now!*

## **John Bielinski, CME4Life**

### **"Personal Effectiveness"**

*This is a lesson of 5 key points on how to be more effective in life and in business.*

## **Ginine Capozzi, KnowledgeForce Consulting, & Diana Southall, The People Plan**

### **"6 Steps to Create an In-House 'Apprentice' Program to Build your Next Generation Team"**

*The talent crisis is real—so how can you find and keep the staff you need to grow your business? One effective way is an "apprentice" program to recruit & select the right-fit but less-experienced workers, and then successfully train, retain, & develop them for your key jobs and future leaders.*

## **Joel Colombo, 360 PSG**

### **"Digital Marketing ROI: How to do it PROFITABLY and know if it can work for you"**

*Most digital marketing programs run by small businesses fail to generate a real return on the investment or maximize the potential for new sales. Before you spend the next dollar on Internet marketing, you need to know how profitable it can even be for your unique business. There is a simple formula and tool that can be customized for your business to make sure you see exactly what your profitability can and should look like.*

## **Zandra Cunningham, Zandra Beauty**

### **"Building a 'Social' Empire"**

*The power of social media in philanthropy. How to use both to grow your brand.*

## **Joe Floss, Floss Agency, Inc.**

### **"Liability Blind Spots...What General Liability Does Not Protect You From"**

*General Liability does not cover Employment Practices Liability, Fiduciary Liability, Cyber Liability or Professional Liability.*

## **Antoine Jackson, Jani King**

### **"Everyone Communicates, Few Connect"**

*The ability to connect with others is a major determining factor in reaching your full potential. It's no secret! Connecting is a skill you can learn and apply in your personal, professional, and family relationships.*

# Ask the Experts - Topic Descriptions

*Listed alphabetically by speaker's last name*

## **Don Hahn, Hahn Sales**

### **"How Strong is Your Entrepreneurial Operating System"**

*Every company at some point hits the ceiling. Processes are outstripped, the organizational structure has not adapted, and leaders become lost in the day to day issues. Time to reboot? Learn 6 areas of focus and 12 simple tools that will change the game; EOS, an operating system used to elevate performance of all Small to medium businesses.*

## **Arlene Kaye, Fashion Lab NY, LLC**

### **"It Takes More Than Passion to Create a Successful Mid-Life Career Change"**

*Tips and things to consider when your encore career path is entrepreneurship.*

## **Aly Luccari, Bright Organizing Solutions, LLC**

### **"4 Tenets of Organizing"**

*Understand Bright Organizing's 4 tenets of Organizing*

## **LaTashia Martin, VonSwy Solutions**

### **"Why Can't We All Just Get Along?"**

*Understand the importance of generations in the workplace and how it can enhance your organization's performance.*

## **Francie Marzec, The Real You Physical Therapy**

### **"Held Hostage by our Habits: Prevention & Health from Little Movements at Work"**

*It is time to RETHINK MOVEMENT to protect your eyes, hands, back and overall health during your work day. Even working out at the gym for 1 hour is not sufficient to counteract 8 hours of sitting at work. Little tweaks and small movements, which fit seamlessly into our existing work day, can improve mood, control weight, boost energy, improve sleep and more. Rethink exercise in favor of activity, movement and motion.*

## **Gerry Murak, Murak & Associates, LLC**

### **"Proactive Strategies During Growth"**

*Learn what bankers know about the challenges businesses face that are going through rapid growth that causes them concern.*

## **Holly Nowak, HMN Resources LLC**

### **"Stop Using DiSC That Way!"**

*Not limited to a discussion of DiSC, this session will explore the common misuses of workplace assessments and provide recommendations and best practices for how to use them properly and optimize their benefit!*

## **Alan Pawlowski, Next Point LLC,**

### **"Demystifying Business Valuations"**

*Get insight into how your business may be valued and what are some value drivers and detractors to know about.*

## **Heather Sidorowicz, Southtown Audio Video**

### **"The Human Factor—5 Ways to Score More Jobs and Become a Better Human"**

*We are craving human contact in this digital works, and this Technologist wants to remind the room how important being human is. This presentation touches on body language, community, warm & fuzzy of selling, your business why and the Lemming Effect.*

## **Jeff Wach, EGW Associates, Inc.**

### **"CPR for Interviews"**

*Bring life back to your interviews! This is an interactive workshop where we pool our resources to assemble a list of top interview questions and incorporate a unique grading system to quantify the quality of the match between candidate and position.*

# Ask the Experts - Speaker Info.

*Listed alphabetically by speaker's last name*

**Taunya Abaya, Buffalo First Wealth Management**

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**Michelle Ashby, Tipping Point Communications**

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**Paul Banas, Banas Mortgage Co. Ltd.**

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**John Bielinski, CME4Life**

Core Grad 2015  
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**Joel Colombo, 360 PSG**

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**Zandra Cunningham, Zandra Beauty**

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**Joe Floss, CIC, Floss Agency, Inc.**

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**Antoine Jackson, Jani King**

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**Donald Hahn, Hahn Sales**

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**Arlene Kaye, Fashion Lab NY, LLC**

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**Diana Southall, The People Plan**

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**Jeff Wach, EGW Associates, Inc.**

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