

NBMBAA MidEast Regional Conference Workshop Schedule

FRIDAY OCTOBER 23, 2009

9:45 -11:45 AM *(During this time slot, there are different workshops occurring simultaneously)*

PERSONAL BRANDING:

- TITLE:** **Value Proposition – What’s your mission, purpose, and value?**
In a safe, fun, interactive, and intimate session, if you’re ready, your life will change forever.
- SPEAKER:** **S. Renee Smith (w/ Greg Williams)**, Image Consultant, Motivational Speaker, & Author
- Topic(s):** Learn how to access your value.
Maximize communication effectiveness.
Learn to showcase your strengths.
Identify and build your personal brand.
Regain your market share.
Learn how to get what you want.

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EMERGING INDUSTRIES:

- TITLE:** **A Panel Discussion on New Opportunities in Emerging Industries**
Three industries poised for growth - renewable energy, healthcare, and information technology

Sponsored by **The Timken Company**
- MODERATOR:** **Baiju Shah**, President & CEO, Bio Enterprises
- PANELISTS:** **Claude Kennard**, CEO and President, Metal Alloy Reclaimers, Inc. (Metaloy)

Lance Hill, President and CEO, Within3

Richard Stuebi, Fellow for Energy and Environmental Advancement, Cleveland Foundation

Hans Landin, Director Process OE & Wind Energy, Timken Company
- Topic(s):** Identify the niches & trends within renewable energy, healthcare, and information technology
Positioning your company to enter the market
Recognize new developments & growth opportunities.

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ENTREPRENEURSHIP:

TITLE: **A Panel Discussion on Doing Business with the Government**

MODERATOR: **Connie Atkins**, Executive Director, Consortium of African American Organizations

PANELIST(S): **Rick Zamora, President & CEO**, Global Point Technologies, Inc.
(Structured Cabling Company)

John Renner, US Small Business Administration

Jane Stewart, Government Business Specialist, Ohio Procurement Technical Assistance Center

Cathy Armstrong, Ohio Department of Administrative Services, Equal Opportunity Division

Tiffany Jordan, Contract Compliance Manager Northeast Ohio Sewer District

Topic(s): What does it take to land a Federal, State, or local government contract?
How to position your small business to take advantage the Federal Government's stimulus packages
Using a collaborative approach to obtain Federal Procurement

2:45 PM - 4:45 PM *(During this time slot, there are different workshops occurring simultaneously)*

PERSONAL BRANDING:

TITLE: **Positioning Yourself to be Indispensable During Times of Uncertainty**

SPEAKER: **Neville Gyle**, founder and president of Executive Intervention, LLC
(training and development company that specializes in developing and facilitating customized training solutions in the areas of information technology and organizational development)

Topic(s): According to Challenger Gray & Christmas, a Chicago-based outplacement firm that closely tracks layoff statistics, predicts at least 1 million layoffs in 2009 with a possibility that the job market may not bounce back until 2011. That being said, there is a strong concern of employees being able to retain their jobs. During this session, participants will discover reasons why layoffs occur to some people but not others, determine how important their role is to the survival of the organization, brainstorm and share best practices to improve the value within their organization and increase the likelihood of keeping your job. By the end of this course, participants would have created a plan of action to begin the process of becoming "indispensable."

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2:45 PM - 4:45 PM *(During this time slot, there are different workshops occurring simultaneously)*

EMERGING INDUSTRIES:

Title: **Maximize Your Growth through Social Networking & New Media**

Moderator: **Bob Coppenhaver**, Visionary Six-Sigma marketing and product management leader with more than 20 years combined experienced in strategy development, sales, business development, competitive and market analysis

Panelists: **Jason Therrien**, Founder thunder::tech (integrated marketing agency which specializes in creating traditional and interactive marketing campaigns.)

Patrick Duroseau , President, Marnic Technologies, Inc (MTI)

Topic(s): Website redesign tips to maximize website such as Twitter, Facebook, & Linked In
Identify & Capitalize on the competitive advantage new media outlets provide
How to leverage social networking sites to increase your business's profile

2:45 PM - 4:45 PM *(During this time slot, there are different workshops occurring simultaneously)*

EDUCATION:

Title: **GMAT Prep Workshop**
presented by Graduate Management Admission Council® (GMAC®)

Sponsored by **Case Western Reserve University**

SPEAKER: **ERIC CHAMBERS**, Director of Key Initiatives for the Graduate Management Admission Council® (GMAC®)

Topic(s): Ideal for candidates preparing to apply to graduate business programs, join this interactive session, presented by a member of the Graduate Management Admission Council® (GMAC®), a global nonprofit education organization and owner of the GMAT® exam, to learn more about the GMAT® exam, how is it structured, why business schools find it to be a valuable component of their admissions process, and valuable study techniques. Attendees will receive complimentary GMAT® exam prep materials.

SATURDAY OCTOBER 24, 2009

9:45 - 11:45 AM PERSONAL BRANDING:

TITLE: **MASTERING YOUR STRESS
HOW TO STRESS LESS IN THESE STRESSFUL TIMES**

SPEAKER: **Denise Snyder-Markovich**, M.Ed., P.C.C., a licensed professional clinical counselor
in private practice

Topic(s): stress and what stress does to our bodies and our minds
the signs of burnout
language and its subtle yet powerful impact on our lives
the power of the mind to help or harm (the mind/body connection)
tools and strategies that help support our mental, physical and emotional well being
including REBT (Rational Emotive Behavioral Therapy), Breathing Techniques, Guided
Imagery, and E.F.T. (Emotional Freedom Technique)

9:45 - 11:45 AM ENTREPRENEURSHIP:

TITLE: **A Panel Discussion on Taking the Fear of Out Starting your Own
Business**

Sponsored by **Nationwide**

Moderator: **Dr. Tyra Oldham**, CEO, LEVERAG Industries
(LEVERAG is a Business Solutions & Development Company providing knowledge
management, financial, client and operations services to corporations and companies locally,
nationally and globally)

Panelists: **Anthony Smith**, President, A.E.S Management Corporation
(Operates 14 restaurants throughout Northeast Ohio)

Andre' Thornton, Chairman and CEO of ASW Global, a Supply Management
Company offering lead and third-party logistics, warehousing and distribution, contract
packaging, transloading and transportation management

Darrin Redus, Sr., Chief Economic Officer of Inclusion, JumpStart, Inc.
(JumpStart is a nationally recognized venture development organization that accelerates the
progress of high potential, early-stage businesses)

Charles Burkett, Founder Room 210 Associates LLC., (provides outreach to the small
and minority business community on behalf of other organizations.)

Topic(s): Setting a strategy & vision prior to venturing down the entrepreneurship path
The importance of networking & its impact on your start-up enterprise
Securing capital in a tight credit market
Use franchising as a path toward entrepreneurship

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SATURDAY OCTOBER 24, 2009

9:45 - 11:45 AM EDUCATION:

TITLE:: **Leaders of Tomorrow (LOT) Workshop**

Personal Branding for Young Leaders

SPEAKER: **ELLEN BURTS COOPER, PH.D., MBA,** Vice President, PNC Bank and
Executive Director, Improve® Consulting and Training Group, LLC

Topic(s): Personal Positioning helps individuals position themselves as they want to be seen by others. This course will teach participants how to identify factors impacting their ability to be effective and will help them develop critical skills and techniques to increase their ability to influence and make positive impacts during interactions.