

NOVEMBER 17, 2011
RADISSON HOTEL AT STAR PLAZA

20TH ANNUAL



LEADERSHIP SYMPOSIUM
SCHEDULE & SPEAKERS



ABOUT

This full-day of education will provide targeted sessions to owners and their high-potential talent. Invite the upcoming leaders in your organization to learn and grow in this dynamic, high-impact day. Four key areas of growth include: Leadership, Sales and Marketing, Finance, and Hiring.

Attendees will receive:

High-level, high-impact education
Certificate of Completion from the NWI SBDC
Personalized, tangible results and action plans

\$140 includes a full-day pass to the Leadership Symposium, E-Day Awards Luncheon and cocktail reception.

SCHEDULE

7:30 a.m. – 8:00 a.m.	Registration, Breakfast, & Networking
8:00 a.m. – 8:30 a.m.	Welcome & Opening Remarks
8:45 a.m. – 9:45 a.m.	<u>Session I: Leading in Turbulent Times</u>
10:00 a.m. – 11:00 a.m.	<u>Session II: Selling and Refining Your Customer-Focused Value Proposition</u>
11:15 a.m. – 1:00 p.m.	E-Day Awards Luncheon
1:15 p.m. – 2:15 p.m.	<u>Session III: Evaluating the Financial Health of Your Business</u>
2:30 p.m. – 3:30 p.m.	<u>Session IV: Hiring and Talent Selection</u>
3:30 p.m. – 5:00 p.m.	Networking Reception, Certificate of Completion, Hors d'oeuvres and Cocktails



SESSION OVERVIEW

Session I: Leading in Turbulent Times



Rex Richards is the President of the Valparaiso Chamber of Commerce and Valparaiso Economic Development Corporation. He has 39 years experience at the President CEO position in Seven Organizations in the three States of Indiana, Kansas, and Florida Chamber of Commerce and Economic Development Organization. Rex has played an integral lead role in over four Billion Dollars of Economic Development projects during his career. His largest was a General Motors Assembly Plant in Kansas City, Kansas which created 4,000 jobs with a total project cost of 1.5 billion dollars. Rex is a graduate of Indiana University in Bloomington.

In this workshop owners, leaders and potential leaders will explore:

- The key competencies, skills, and motivations required for successful leadership
- Discuss leadership challenges and derailers
- The special requirements for entrepreneurial leadership

Session II: Selling and Refining Your Customer-Focused Value Proposition



Pam Gardner is a human resource and sales consultant bringing her clients more than 20 years of experience as a sales manager, human resource professional, and facilitator. She started the inside sales function of DDI. Pam also works with organizations to create sales infrastructure, sales development strategies and provide on-going sales coaching to individuals in the area of assignment planning, account planning, closing sales opportunities and sales skill development. She received a Bachelor of Science from the University of Hawaii.

In this workshop owners, leaders, and potential leaders will explore:

- Key elements of developing and refining a customer-focused Value Proposition
- 10 high-impact questions appropriate for any selling situation
- The next frontier of marketing



SESSION OVERVIEW

Session III: Evaluating the Financial Health of Your Business



Joe Laciak's reputation for personalized attention, timely information, and innovative analysis has made Laciak>cpa one of the most sought after CPA firms in Northwest Indiana and Chicago's South Suburbs. President and CEO since 1983, he has experience in all phases of accountancy and financial advising, concentrating on the areas of small business management, personal and corporate services and wealth management. Joe earned his Bachelor of Science in Accounting and Mathematics at St. Joseph's College. He is a member of the American Institute of Certified Public Accountants, the Indiana CPA Society and is an avid member of many community and civic organizations.

In this workshop owners, leaders, and potential leaders will learn to:

- Use financial statements as a decision making tool
- Evaluate the financial health of your business
- Diagnose financial "red flags" and establish measures for improvement
- Follow up includes a no cost, customized "financial health assessment" for your business

Session IV: Attracting, Selecting and Retaining Talent



Charles Hobson has a Ph.D. in Industrial/Organizational Psychology from Purdue and is currently a Professor of Management in the AACSB-accredited School of Business and Economics at Indiana University Northwest, where he has taught classes in Human Resource Management, Leadership, Teamwork, Organizational Behavior, and Entrepreneurship since 1981. He is also President of Hobson Associates and has worked as a consultant/trainer with over 170 firms (Fortune 100 to new start-ups) and functioned as an expert witness in 38 employment discrimination cases. Charles has 146 professional publications/presentations, two books, and two websites on human resource management topics.

In this workshop owners, leaders, and potential leaders will explore:

- Key hire mistakes and the cost of bad hires
- Proven methods for hiring the right people
- Successful on boarding
- Linking selection to performance planning, training, and appraisal
- How to promote the right person into the right job



LEADERSHIP
SYMPOSIUM & AWARDS
LUNCHEON
2011

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SPONSORSHIP & ATTENDANCE RESERVATION FORM

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SPONSORSHIP PACKAGES

- Platinum - \$2,500
- Gold - \$1,500
- Silver - \$750
- Exhibitor - \$500

TOTAL _____

TICKETS

**Includes Symposium, Luncheon
and Cocktail Reception**

Full Day Pass - \$140 # of Tickets _____

E-DAY AWARDS LUNCH

Single Ticket - \$40 # of Tickets _____

Table of Ten-\$350 # of Tables _____

Cocktail Reception Only-\$40 # of Tickets _____

PAYMENT OPTIONS

BY MAIL

Please make checks payable to
Diversified Marketing Strategies, Inc.
and mail to:
Diversified Marketing Strategies, Inc.
1330 Arrowhead Ct., Crown Point, IN 46307

INVOICE

Diversified Marketing Strategies, Inc. will email
an invoice to the email address listed above.

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