

2009 MWBOC WORKSHOPS

Session I Workshops

Motivation: Lighting the Fire and Fanning the Flames/Building Greater Success through Employees

Cindy Kanning- Consultant in Corporate Communications & Management

We'll focus on what motivates individuals, how to capitalize on that, and how to engage others in the process of achieving work goals and personal fulfillment. You'll walk away with insights and practical ideas to apply immediately that can produce the results that you identify.

Marketing Tactics for Today's Economy: Choosing What Works from the Old and the New

Allen Howie - IDEALOGY Design + Advertising & Vern Eswine- The Marketing Company

Getting new business in today's marketplace continues to be a challenge. While media experts fill our heads with what is no longer working, a number of traditional tactics and strategies still work and remain cost effective, no matter the size of the business. And among the explosion of digital media, there are new ways to reach customers that should be included in your future marketing plans - and some to avoid.

So what's the best of the old and the new in marketing? Attend this seminar to find out.

Access to Capital

Will Fensterer – Capital Access Corporation KY, Libby Elswick – Chase, Jill Wilcox – PNC Bank, Don Allen – First Savings Bank

In spite of the headlines, money is still on the table. Whether you a new business just getting started or one that is looking to expand or move into a new space, you have funding option available to you.

For many business owners, securing affordable financing is a vital part of your plans for the future. Whether you need to buy or improve an existing building or do ground-up construction, there are financial institutions in the area that can put you and your company into new, customized space sooner than you ever thought possible by helping you to secure financing that you need. If you are a business owner interested in financial options available to you, then you don't want to miss this workshop.

Session II Workshops

Government Bidding

Mary Kaczka- Partners in Contracting Corporation, a procurement technical assistance center

Marisa Neal- Kentucky Procurement Assistance Program, Cabinet for Economic Development

Partners In Contracting Corporation is a Procurement Technical Assistance Center, funded by the Defense Logistics Agency. There are over 90 PTAC's in the United States. The mission of PTAC's is to provide assistance to businesses who wish to diversify their businesses customer base by selling goods or services to the federal or state government. Our presenters will give an overview on the following topics: Are you ready for government contract procurement business? What certifications and registrations are required or helpful? How do I determine what government agency is procuring my good or service? How do I submit a bid? And What About These Contract Requirements like FAR, RFID or UID?

Diversity for 2009 and Beyond: A Business Necessity for Small and Large Employers!

Carol Dawson- EEO GUIDANCE, Inc.

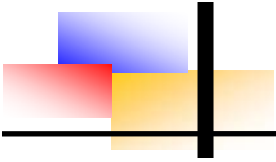
This "Never Boring" workshop will help you to better understand what is happening within the demographics in our region and the world. Our world is changing rapidly and our community is mirroring those changes. Does your workforce mirror the community? The focus of this interactive workshop is "RESPECT." National trainer, Carol Dawson, spent over 25 years enforcing the EEO laws for the federal government. Carol will ensure this "mini" session on Diversity will open your eyes to 'what is to come if you are not prepared.' You can look forward to a fast paced, fun, and informative session.

First Impressions: How to Present Yourself

Romy Montoya Gregory- Ultimate Impressions Consulting

In business, a first impression is much more than a casual encounter and more than just a friendly introduction. It's probably one of the best opportunities you will ever have to communicate personal skills that will enhance connections, build relationships and produce successful business results.

This presentation will explore powerful first impressions details that will foolproof your business encounters.



Session III Workshops

Customer Service and How to Retain Your Clients

Kathy Mills- Strategic Communications

Now more than ever it is essential to get back to the basics and put an emphasis on customer service. It takes a lot of advertising and promotional dollars, not to mention time, energy and money to land a new customer. Once they are a customer though, the cost to keep them is relatively inexpensive and makes them your most valued customers. Unfortunately, too many businesses make the mistake of focusing on generating new sales to first-time buyers rather than working harder to build a relationship with their existing customers. During this workshop we will focus on how to cultivate a broader and deeper relationship with your existing customers and how that will result in more business. We will focus on the importance of customer retention, review some of the common reasons customers leave, and the major reasons you need to incorporate customer retention in your daily business.

Strategic Alliances

Michael Jefferson- Ikon Construction, Jefferson Investment Group

A strategic alliance is essentially a partnership in which you combine efforts in projects. These can range from getting a better price for supplies by buying in bulk together to building a product together with each of you providing part of its production. The goal of an alliance is to minimize risk while maximizing your leverage and profit. It is one of the fastest growing trends for business today and a way to reap the rewards of team effort. The gains from forming strategic alliances appear to be substantial. But it isn't just profit that is motivating this increase in alliances; other factors include an increasing intensity of competition, a growing need to operate on a global scale, a fast changing marketplace, and industry convergence in many markets. This workshop is a must if you would like to learn more about the benefits of a strategic alliance and how your business can implement this business strategy.

POWER Living - Success from the INSIDE OUT

Sue Livers- KDH Foundation Director The King's Daughters' Hospital & Health Services

Ever feel like you're among the "living dead" - going through your day with a lack of excitement and zest for life? Wake up, girl! This session will teach you the importance of investing in your health and well being as well as how to take control of your life, create habits of success and put your "Power Tools" to use to put spring back into your step. Learn how to incorporate the latest lifestyle improvements into your daily routine to healthy.