



The Greater Fort Myers Chamber of Commerce BUSINESS BUILDING SYMPOSIUM

TOOLS FOR PROFESSIONAL SUCCESS

Thursday,
August 28, 2014

Hyatt Regency
Coconut Point
Bonita Springs, FL

The Greater Fort Myers Chamber of Commerce has assembled a diverse and knowledgeable group of professionals to help you build your business.

Business owners, managers and key staffers can all benefit from the educational sessions offered at the Chamber's first annual Business Building Symposium, Thursday, August 28 at the Hyatt Regency Coconut Point in Bonita Springs.

The Symposium's program includes opportunities to learn from and network with business leaders during our CEO panel discussion, luncheon, breakout sessions, and Mixpo. You can choose the breakouts which interest you most from three tracks:

Leadership and Human Resources,
Operations and Finance, and
Marketing & Social Media.

**ONLY
\$149**
per person

AGENDA	
7:45am - 8:15am	Registration and Networking
8:15am - 8:30am	Opening Remarks
8:30am - 9:30am	Opening Panel: Vision, Mission and Core Values
9:30am - 9:45am	BREAK - Visit Exhibitors
9:45am - 10:30am	Breakout Session #1
10:30am - 10:45am	BREAK - Visit Exhibitors
10:45am - 11:30am	Breakout Session #2
11:30am - 11:45am	BREAK - Visit Exhibitors
11:45am - 12:30pm	Breakout Session #3
12:30pm - 2:00pm	Lunch and Keynote Speaker
2:00pm - 2:15pm	Closing Remarks
2:15pm - 6:00pm	Mixpo Tradeshow: Business After Five



Greater Fort Myers
CHAMBER OF COMMERCE

Presented by:



Thank you to our
sponsors:



Register at www.fortmyers.org or call 239-332-2930



FEATURED PRESENTERS

OPENING PANEL

Vision, Mission and Core Values:

How Can Your Company Use Them to Grow and Thrive in the Local Economy?

The symposium will open with a moderated discussion among three prominent CEOs with nonprofits or corporations who each have a strong local presence. Our panelists will discuss how they have continued to grow and thrive in our local economy and how vision, mission and core values have contributed to that success.



MODERATOR - Joe Mazurkiewicz is the President of BJM Consulting, Inc., a firm that specializes in local government activities. In 1983, he was elected Mayor of Cape Coral, a position he held for ten years. Joe studied engineering at the University of Florida. He has both undergraduate and graduate degrees in administration, and a Ph.D. in business administration with a concentration in public administration *cum laude* from Stamford Hill University. Joe is highly involved in the community including having recently served as the president of the Cape Coral Chamber of Commerce.



Christopher Allegretti, CPA

Since 2004, Chris has been managing principal and CEO of HBK CPAs & Consultants. The 65-year-old firm is ranked by Accounting Today among the nation's Top 100 accounting firms with more than 350 professionals in four states. In 1999, he co-led the creation of a wealth management firm to address the broader interests of HBK clients, and serves as its chairman. HBKS Wealth Advisors was ranked 52nd in the AdvisorOne Top Wealth Managers' 2013 rankings of wealth advisory firms by assets under management and named one of *Financial Times'* FT 300 Top Registered Investment Advisers" among U.S. firms.



Samira K. Beckwith

Samira has served as president and CEO of Hope Healthcare Services for more than two decades during a time of tremendous growth. She has served on numerous national and state boards and task forces. Beckwith has been recognized for her leadership, career accomplishments and commitments to diversity. She has earned the Ellis Island Medal of Honor, The Ohio State Alumni Association's Medalist Award, the Lifetime Achievement Award from the Stevie Awards for Women in Business, an honorary doctoral degree from Southwest Florida College, the *Gulfshore Business* FACE Award, and the Greater Ft. Myers Chamber APEX Award.



Michael A. Wynn

As president of Sunshine Ace - a three-generation family business founded in 1958 - Michael has guided the company through leading edge merchandising, store design and technological advancements. He started working in the family business at age 19, and since then it has grown to six locations throughout Southwest Florida. His company received the Uncommon Friends Foundation's 2014 Business Ethics Award and has been named an industry "Top Gun" by *Hardware Retailing*. Michael was a finalist for the 2014 Ernst & Young LLP Florida Entrepreneur of the Year award in the family business category.



Edee M. Adams, CPA, CFE

Edee is the director of litigation services at HBK Valuation Group LLC, an affiliate of HBK CPAs & Consultants. She specializes in litigation services, forensic financial statement analyses, asset and income tracing for fraudulent or hidden assets, marital estate analyses, net worth, lifestyle, and projected income computations. In addition, she performs business valuation services in relation to legal matters, family limited partnerships, closely held businesses, corporations, buy/sell agreements, estate and gift planning, and other valuations used in observance of key equity variables.



Kelly L. Bianco, ASA, CBA, CPA/ABV, CFP

Kelly is a principal at HBK CPAs & Consultants and leads HBK Valuation Group LLC which provides a broad range of valuation, litigation support, forensic accounting and business advisory services. Kelly has over 15 years of experience in business valuations for over 700 companies. Kelly has significant experience working with companies operating in a number of industries including construction, manufacturing, automobile dealerships, funeral homes, technology, distributors, medical, biomedical, industrial, and health and professional practices.



FEATURED PRESENTERS



Suzanne Boy, Esq.

Suzanne is a stockholder at Henderson, Franklin, Starnes & Holt, P.A. where her practice concentrates on employment law, assisting clients with employment-related litigation, claims, and client counseling. She has experience representing employers in both federal and state courts; and regularly assists with employee handbooks, supervisory training; and employee termination, leave, and disciplinary issues. In addition, Suzanne also handles commercial litigation matters and has an active civil appellate practice.



Pason Gaddis

Pason is the president and group publisher of Florida Weekly. He co-founded Florida Weekly with partners Jeffery Cull and James Dickerson in 2007. It has become one of the state's largest circulation newsweeklies and has won numerous awards including "best weekly newspaper in the state" from the Florida Press Association. Prior to Florida Weekly, Pason served in a variety of management capacities from 1998-2007 with Gannett, Inc. while successfully launching several new newspapers and magazines.



Susan M. Minaya, M.Ed., CPLP™, SPHR®

Susan Minaya is the COO of Minaya Learning Global Solutions LLC, a training and education services company providing consulting services; training and course development resources to Fortune 500 companies around the globe. She has 25+ years of learning and development experience as a corporate learning executive, consultant, instructional designer and instructor working in a variety of industries. Susan holds a Masters in Education in e-Learning Technology and Design.



John F. Potanovic, Esq.

John is a stockholder at Henderson, Franklin, Starnes & Holt, P.A. where he chairs the firm's employment law practice group and leads the firm's annual HR Law & Solutions educational seminar for human resource professionals. Through his practice concentrating in employment law, he defends employers in discrimination and harassment lawsuits, handles wage and hour matters under the Fair Labor Standards Act, EEOC investigations and all aspects of employment counseling.



Dan Regelski, MBA

Dan is the regional director of the SBDC at Florida Gulf Coast University, which he started up 18 years ago. Dan has more than two decades of experience as a business analyst, in operations management and other executive level roles. He has taught business courses to both entrepreneurs and college students. At FGCU, Dan combines local SCORE Chapters with professional volunteers to offer business counseling to entrepreneurs just starting out or working on strategic growth plans.



Brian Rist

Brian is the founder, owner and CEO of Smart Companies, one of Lee County's largest employers. He invented the Storm Catcher Wind Abatement Screens and has been recognized with the Governors' Award, Corporate Leadership (2008 & 2010) and Small Business Man of the Year, South Florida District 2010. His company has received accolades from INC, the News-Press and the Horizon Council. He currently services as President of the Cape Coral Construction Industry Association.



James M. Rosa, CPA, PFS

Jim is a principal at HBK CPAs & Consultants and chairs the firm's tax practice. Jim has been with HBK since 1986 and has been practicing since 1976. He has extensive experience in tax policies, procedures and resources which HBK uses in their tax practice nationally and provides counsel to high-net worth individuals. Jim is one of the firm's preeminent presenters on topics such as the Affordable Care Act, shale energy planning, charitable giving, estate and gift planning and exempt organization issues.



Samantha Scott, APR

Nationally accredited in public relations, Samantha is the Grand Poobah (aka president) of Pushing the Envelope, Inc. Her firm offers comprehensive public relations services, branding, marketing, Internet marketing, web design and social media services. She is also the President of the Florida Public Relations Association SWFL Chapter, Chair of the Marketing Department Advisory Board at FGCU, and Past President of the American Advertising Federation - Southwest Florida chapter.



Christopher Spiro

Chris is the CEO and creative director of Spiro & Associates, one of SW Florida's leading providers of marketing, advertising and public relations services. His account experience covers diverse industries and has garnered more than 500 awards. Chris was named the BIA "Marketing Director of the Year/Agency" four times. He is active in the community, serving on a number of boards of directors and executive committees including the Cape Coral Chamber of Commerce, Horizon Council and SWFL Gator Club.



KEYNOTE

Stephen Bienko

*President, 42 Holdings
Owners of College Hunks Hauling Junk and
Moving, Bin-it.com and Bienko Enterprises*

Stephen Bienko is founder and president of 42 Holdings, which specializes in company ownership within the home and personal service industry. Stephen is the largest owner of the College Hunks Hauling Junk and Moving brand with offices in New Jersey, Tennessee, Ohio and Florida. Through 42 Holdings, he became a partner in bin/storage company Bin-it in 2013.

His diverse professional experience prior to 42 Holdings includes technology marketing, sports marketing, athletic training facilities, and even in the New Jersey State Police.

He's been featured by Fox News, Fox Business, Bloomberg TV, Wall Street Journal, and Luxury Life Magazine. In October 2013, he testified before Congress regarding the Affordable Care Act and its impact on small business owners.

Stephen has been honored as Man of the Year for Habitat for Humanity and International Franchise Association Franchisee of the Year, and Franchisee of the Year by College Hunks for three straight years.



BREAKOUT SESSIONS: CHOOSE THREE TOTAL

LEADERSHIP & HUMAN RESOURCES TRACK

MARKETING & SOCIAL MEDIA TRACK

OPERATIONS & FINANCE TRACK

BREAKOUT SESSION 1

ENTREPRENEURIAL DNA

Dan Regelski, MBA - SBDC at Florida Gulf Coast University

How do you know if you are an entrepreneur, an owner, or just a manager? The answer that defines the difference lies within the individual and what he or she is made of. How does one person have "it" and another does not? Old school entrepreneurs were inventors while new school entrepreneurs not only invent but innovate and lead. Join my session and let me tell you some stories that will define "being present" to you and how the entrepreneur is wired.

THINKING OUTSIDE THE BOX: BLOW UP YOUR BRAND

Christopher Spiro - Spiro & Associates

Everyone gets tired of their brand at some point, just like we get tired of the same old clothes. Business owners may think their brand has become outdated or stale. In most situations you're probably best advised to leave it alone (the brand, not the wardrobe). But if your brand doesn't seem to fit who you are, or worse - who you plan to become, and you don't quite know why, it's time to ask yourself, "Is it time to blow up my brand?"

WHAT TO MANAGE AND MEASURE IN YOUR BUSINESS

Brian Rist - Smart Companies

"You can't manage what you don't measure" is an old management adage that is accurate today. You can't manage for improvement if you don't measure to see what is getting better or worse. In this session, you will learn what key performance indicators to measure in order to help your organization define and monitor progress toward its goals and hear specific examples from the presenter's personal experience as CEO of Smart Companies.

BREAKOUT SESSION 2

RECRUITING, HIRING and ON-BOARDING: BEST PRACTICES

Susan M. Minaya, M.Ed., CPLP™, SPHR® - Minaya Learning Global Solutions

Business owners who wear many hats can struggle with the human resources side of the business. The cost of hiring the wrong person or poorly integrating them into your business culture negatively impacts every aspect of your business. In this session, you'll learn some fundamental tools and processes business owners can leverage to formalize and streamline the process so your new employee is a business asset rather than a liability.

HOW TO REACH YOUR TARGET AUDIENCE

Pason Gaddis - Florida Weekly

In today's crowded media market, reaching your target audience can be difficult and expensive. When you are able to clearly define your target audience, it's much easier to market your company and helps you spend your marketing dollars wisely and effectively. Florida Weekly President and Group Publisher Pason Gaddis will show you how to first and foremost define your target customer then how to network and promote directly to them while building your brand.

THE IMPORTANCE OF KNOWING THE VALUE OF YOUR BUSINESS

Kelly L. Bianco, ASA, CBA, CPA/ABV, CFP and Edee Adams, CPA, CFE - HBK CPAs & Consultants

For most entrepreneurs, their business is their largest asset. Not knowing its current value or factors influencing future value means that you cannot effectively plan for your retirement, business continuity, estate settlement costs or many other long-term financial goals. This presentation will cover the basics of valuing your business and steps you can take to enhance your business valuation and marketability.

BREAKOUT SESSION 3

EMPLOYMENT LAW 101: HOW TO PROTECT YOUR BUSINESS

John Potanovic, Esq. and Suzanne Boy, Esq. - Henderston, Franklin, Starnes & Holt, P.A.

It's no secret that employee lawsuits have been all the rage the last few years. A disgruntled employee or job applicant can bring a lawsuit for any number of reasons. Avoid many of the lawsuits, and effectively defend them by knowing and following the basic tenets of employment law. Learn the do's and don'ts of hiring and firing, performance management, employee evaluations, and workplace documentation that will help you protect your company.

CRISIS COMMUNICATION AND THE DIGITAL AGE

Samantha Scott, APR - Pushing the Envelope, Inc.

Crisis communication is generally thought of as a reaction to a crisis, not planned for in advance. In the digital age where everyone is a journalist and news travels virtually at the speed of light, however, that's exactly what you need to do as a business owner - plan ahead. In this session you'll learn how to avoid many crises by putting plans and policies in place and how to handle those issues that may come up with careful public relations strategy.

BE THE HAMMER - POUND OUT YOUR FINANCIAL FUTURE

James M. Rosa, CPA, PFS - HBK CPAs & Consultants

What makes one entrepreneur successful and another fall flat? In most cases, it's not necessarily because the successful entrepreneur had a better idea or worked harder. Successful business people do certain things differently. They develop effective strategies for overcoming business challenges. Learn about some of the biggest financial challenges faced by business owners and to turn these challenges into opportunities.

Register at www.fortmyers.org or call 239-332-2930