



Leadership & Educational Symposium



Presented by

St. Charles Chamber of Commerce & Elgin Community College



April 30, 2019

Course

Selection Guide

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Elgin Community College, 1700 Spartan Drive, Bldg E, Elgin, IL 60123

The Leadership & Educational Symposium will start off with Breakfast and Keynote Speakers, Diana Thomas and Stacey Boyle, co-authors of “Be More Strategic In Business”.

There will be a variety of break-out sessions that cover marketing, social media, sales performance, leadership, financial performance, team building, technology, and work/life balance.

There will also be an option to choose the “Coaches & Speakers Corner” as well where you will be able to have a discussion.

The sessions are broken down into THREE time slots and you will only be able to attend ONE session for each time block. Once you have registered for the event, we will send you a form to select your 1st and 2nd choices for each session. Spaces are limited so please be sure to review this document so that you are ready to make your selections when you registered.

8:00-9:00 AM Breakfast and Keynote Speakers

9:10– 10:00 AM Session 1

10:10– 11:00 AM Session 2

11:10—12:00 PM Session 3

Early Bird Registration– Members \$40 (DEADLINE APRIL 5)

Member Rate: \$50 (After April 5)

General Public: \$60 (Early Bird does not apply)

Registration Deadline April 19

9:10 – 10:00 Workshop Options

Topic	Developing the Leader Within	Creating True Differentiation	Creating Customers for Life. Rules for Improving Service Levels in Any Business	Introduction to Social Media	Know Your PURPOSE, Know Your Cause	SWOT Analysis	Coaches & Speakers Corner
Workshop Description	The 7 Spheres of Influence are the cultural aspects of currency around the world. They include media, family, faith, entertainment/arts, government, education and business. Once we recognize these dynamics, we then understand how they operate in our own lives making us pivotal to the society in which we live.	This workshop will help entrepreneurs answer the taboo business question: How do I differentiate from my competition? Matt Wilhelmi will walk participants through the four levels of differentiation and guides them through a simple, 4-step process in order to create true differentiation.	Implementing several simple but vital ‘rules’ into a company’s culture can assist with making emotional connections with customers. Once we have made an emotional connection we are on our way to establishing unwavering loyalty or . . . “customers for life”.	Social media can be really overwhelming for those who don’t use it personally or who are scared to use it for their business due to ‘What-if’ scenarios, such as “What if I receive a negative comment?” or “What if I get a bad review”. Not knowing which platform to use, or how to set it up properly keeps great businesses invisible to their target audience	We are passionate individuals. We want to do it all. But that’s a double-edged sword because we tend to stretch ourselves thin and wear ourselves out. No matter what or how much we do, we want to feel like we are a part of something bigger; something that fulfills and transforms our lives and others’. Digging deeper to find our PURPOSE will also lead us to finding our CAUSE	It’s important to reflect on your business strategy. During this workshop we will ask: What strengths do you bring to the table as a business owner? And what are your weaknesses? Where do you need assistance? Where are there opportunities? What threats will face your business?	Meet with business and executive coaches during our open Coaches Corner. Some session speakers will be available for follow up conversations as well: <ul style="list-style-type: none"> • Cash & profit modeling • Continuous improvement • Sales, marketing, branding • Operations, productivity • Strategy and implementation • Legacy building • Culture, Engagement • Leadership development
Participant Take-aways	<ul style="list-style-type: none"> • Knowledge of the Spheres of Influence • Renew motivation and confidence 	Participants will be transformed from a person or a company into a relatable story and a brand.	Twelve rules that can help improve service levels in any business. The rules are clear, concise, effective and easy to implement.	<ul style="list-style-type: none"> • How to set up, brand and optimize platforms. • Simple steps you can start doing right away. • Guidelines for managing posts, engagement, and online reviews. 	<ul style="list-style-type: none"> • Recognize why PURPOSE matters. • Define or better understand your PURPOSE. • Determine what's needed to pursue, activate or integrate your PURPOSE. 	This workshop is intended for those starting up as well as those who have been in business for a while. You will come away with a 30-60-90 plan.	<ul style="list-style-type: none"> • Bill Germanetti, iMPACT Business Coaching – succession planning, legacy, systems, finance • Bill Papp, P & F Business Advisors / SCORE – QuickBooks, productivity, accountability, KPIs • Harriet Parker, Waubensee SBDC – startups, business planning • Allison Johnsen, Northwestern – organizational development, leadership, psychology
Speaker Bio	Dr. Theresa Phillips is an international speaker, author, recording artist and business owner. She is the host of a Live Broadcast that focusing on education. She is the developer of Redeem and Renew Skin Solutions. She specializes in releasing many into positions of leadership in the "Seven Mountain" spheres of influence.	Matt Wilhelmi is the Owner of and Sr. Consultant for Strategic Voyages Business Consultants and the author of Taboo Business Questions. He's a driven, entrepreneurial-minded professional who works well with complicated business strategies and excels in developing and implementing operational processes to enhance scalability.	Paul Ruby ‘s book -“Creating Guests For Life” Lessons Learned and Rules to Follow for Creating Guests for Life – was published after retiring from a 33-year career managing hotels, restaurants and golf courses. Paul worked for 20 years as general manager of the AAA Four-diamond Herrington Inn & Spa and served as President of Shodeen Hospitality for 3 years.	Leah Hoppes is a 2-time author and owner of Vision Force Marketing, a full-service digital marketing company in St. Charles, IL. A former Global Brand Manager for a Fortune 500 company, Leah's extensive global career in marketing has spanned over 20 years including branding initiatives, product launches and strategic marketing planning. .	As a nonprofit advisor and brand strategist, Clara Carrier partners with individuals and organizations to help them find a breakthrough, advance and increase their impact by understanding and activating their PURPOSE. Clara increases capacity by implementing activities designed to improve and enhance an organization’s ability to achieve its missions and sustain it over time.	Hosted by the Illinois SBDC at the WBDC. Maura Mitchell is the Director of Entrepreneurial Services. She has a passion for partnering with entrepreneurs to develop their business plans in order to profitably grow their companies	<ul style="list-style-type: none"> • Pat Helmers, Sales Babble – Sales, marketing, startups • Tiza Pyle, Pyle Consulting – leadership, personal transformation

10:10 – 11:00 Workshop Options

Topic	Sales for the Nonsales Professionals	Understanding Your Company's Financial Statements and How to Translate That Into a Successful Business	How to Own Your Space & Dominate on Social Media	The Productivity Paradox: Three Ways to Optimize Your Professional and Personal Lives at the Same Time.	Coaches & Speakers Corner
Workshop Description	You don't have to be pushy or aggressive to be successful in sales. That's just a lot of babble. You already have, inside of you, the key skills you need to engage and enroll customers. In this talk we'll give practical examples you can put into action today.	Using examples of companies who looked successful but failed and those that were failing but succeeded, we will go through the drivers of the balance sheet and income statement to provide a better understanding of what they mean, how to create cash and what pitfalls to look out for.	Maintaining a strong, consistent social presence can be daunting with the platforms constantly evolving which can be frustrating if it isn't your full-time focus. In this session you'll learn where you should concentrate your resources to increase your audience, own your space in your industry and grow your business.	Discover how to give your employer what they want while living the life you want. Uncover simple lifestyle hacks that make living your best doable. Learn how to identify the hidden motivators that keep you performing at your best, all the time.	Meet with business and executive coaches during our open Coaches Corner. Some session speakers will be available for follow up conversations as well: <ul style="list-style-type: none"> • Cash & profit modeling • Continuous improvement • Sales, marketing, branding • Operations, productivity • Strategy and implementation • Legacy building • Culture, Engagement • Leadership development
Participant Take-aways	<ul style="list-style-type: none"> • You have within you the skills to become a good at sales and marketing. • The foundation of success is understanding the true value you bring to market. • With a helpful mindset, you will find people who will become loyal clients for life. 	<ul style="list-style-type: none"> • What do the numbers on your financial statement really mean and how do you read them? • How do you avoid common mistakes that cause businesses to fail. 	<ul style="list-style-type: none"> • The best platforms for your business (might not be what you think!). • Learn the optimal way to post & engage. • How to use schedules & automation. 	<ul style="list-style-type: none"> • Discover "3 simple steps" that impact performance positively • Learn the "3 Lifestyle Hacks" that generate the greatest work/life benefits • Discover why "hidden Motivators" create your best work/life performance 	<ul style="list-style-type: none"> • Bill Germanetti, iMPACT Business Coaching – succession planning, legacy, systems, finance • Bill Papp, P & F Business Advisors / SCORE –QuickBooks, productivity, accountability, KPIs • Harriet Parker, Waubensee SBDC – startups, business planning
Speaker Bio	Pat Helmers is an international consultant and technology startup coach helping businesses discover the true value they bring to market, find customers who deeply appreciate that value and scale that process to extraordinary profits. Pat hosts the award winning Sales Babble podcast and author of the Selling With Confidence sales system.	Todd Gordon is currently a Managing Director and the Manager of the Business Banking Credit Group at CIBC USA. He has 20 years of credit underwriting and financial analysis experience, reviewing financials and working with companies of all sizes, from startups to Fortune 500 companies.	Leah Hoppes is a two-time author and owner of Vision Force Marketing, a full-service digital marketing company in St. Charles, IL. A former Global Brand Manager for a Fortune 500 company, Leah's extensive global career in marketing has spanned over 20 years including branding initiatives, product launches and strategic marketing planning.	Richard Wolff is the president of MED-FITNESS. He earned a degree in Nutritional Science from Northern Illinois University. Richard is a Registered Dietitian Nutritionist and Adjunct Faculty in the Graduate School of Nutrition at Northern Illinois University. He also serves on their Health & Wellness Advisory Board.	<ul style="list-style-type: none"> • Allison Johnsen, Northwestern – organizational development, leadership, psychology • Clara Carrier, Break Through Consulting – nonprofit, purpose, leadership • Tiza Pyle, Pyle Consulting – leadership, personal transformation • Matt Wilhelmi, Strategic Voyages – strategy, implementation

11:10– 12:00pm Workshop Options

Topic	Developing the Leaders Around You	How to Create Loyal Customers and Increase Profitability After the Sale	Teams, Teamwork and Results	The Productivity Paradox: Three Ways to Optimize Your Professional and Personal Lives at the Same Time.	The Best Year of Your Life	Coaches & Speakers Corner
Workshop Description	<p>It's not enough for a leader to have vision, energy, drive, and conviction. If you want to see your dream come to fruition, you must learn how to develop the leaders around you. When you develop the leaders around you, you help take others to the limits of their potential and your organization to a whole new level.</p>	<p>It costs 5 to 20 times as much to acquire new customers as it does to retain current customers. Keeping your current customers increases profitability. But how do you keep your customers coming back for more when they have so many other ways to spend their time and money?</p>	<p>Are you ready to harness the power of teams to create better results? This interactive workshop covers key skills of effective teams, what successful team leaders do during the different phases of team development, and how to decide when and how to best use teams in your organization.</p>	<p>If you consider the data on your computer to be a valuable asset of your business, then you will want to learn more about Data Backup, Security and Recovery. A well designed Backup Recovery & Security plan in the business plan, tested and monitored, provides the peace of mind business owners need to protect their valuable data.</p>	<p>What would it take to have your best year ever? Most of us set out to accomplish certain things in life, but so much can get in our way. This session will identify common psychological pitfalls and give you insight into what you can do and think to move yourself forward.</p>	<p>Meet with business and executive coaches during our open Coaches Corner. Some session speakers will be available for follow up conversations as well:</p> <ul style="list-style-type: none"> ● Cash & profit modeling ● Continuous improvement ● Sales, marketing, branding ● Operations, productivity ● Strategy and implementation ● Legacy building ● Culture, Engagement ● Leadership development
Participant Take-aways	<ul style="list-style-type: none"> ● Understand why leaders need to reproduce leaders, not followers ● How to identify potential leaders in your business ● Learn strategies to nurture and develop potential leaders 	<ul style="list-style-type: none"> ● The secret to fanatical customer loyalty ● Top 3 customer loyalty strategies for small business ● How to reduce attrition and keep more customers. 	<ul style="list-style-type: none"> ● Better understanding of the importance of trust in team development ● The importance of vulnerability to develop trust ● Handouts on key skills of teams and team structures 	<ul style="list-style-type: none"> ● Best practices for backup-securing your data ● What, When and Where for data backup ● How the “bad buys” get in and how to protect your data ● Recovery process, expectation and planning 	<ul style="list-style-type: none"> ● Best practices for backup-securing your data ● What, When and Where for data backup ● How the “bad buys” get in and how to protect your data ● Recovery process, expectation and planning 	<ul style="list-style-type: none"> ● Bill Germanetti, IMPACT Business Coaching – succession planning, legacy, systems, finance ● Bill Papp, P & F Business Advisors / SCORE – QuickBooks, productivity, accountability, KPIs ● Harriet Parker, Waubensee SBDC – startups, business planning ● Clara Carrier, Break Through Consulting – nonprofit, purpose, leadership ● Pat Helmers, Sales Babble – sales, marketing, startups ● Leah Hoppes, Vision Force Marketing – marketing, branding ● Matt Wilhelmi, Strategic Voyages – strategy, implementation
Speaker Bio	<p>Michael Shultz, PhD is a certified coach with the John Maxwell Team and CEO of Spirit Rising Coaching. Michael has been recognized at local, state, and national levels for his work in supporting and developing teams. An experienced speaker, trainer and consultant, Michael helps businesses develop their abilities to lead, communicate and collaborate at a world-class level.</p>	<p>Victoria Cook is an author, speaker and marketing coach. She provides audiences with fast-paced practical how-to information delivered with a dose of motivation. Victoria is director of The Center for Guilt-Free Success and an instructor for the DIY Marketing Center. She also co-authored the business-marketing book, <i>Plans to Prosper</i>.</p>	<p>Tiza Pyle, PhD, is a coach and consultant who has extensive experience in leadership and team development, and the ability to deliver results. She works with organizations and individuals ready to embrace change to achieve their goals. She believes in the power of self-awareness for increased effectiveness and results</p>	<p>Rose Canfield, CEO of Solutions Networking has dedicated her life to outstanding work ethic, providing quality services and building relationships. Rose leads her Solutions Networking team and challenges herself to get involved, inspire and mentor others through her own values: honesty, integrity and dedication. Solutions Networking team provides the best IT service for her clients.</p>	<p>Allison Johnsen works in the fields of organizational, leadership development and psychology. She is a Board Certified Coach and Licensed Clinical Professional Counselor in St. Charles. Allison works with motivated professionals to help them discover what they want, tap their potential, and take action to have their best year ever.</p>	