

# **Biz Camp**

## **Spring 2009**

**Program of Events**  
Friday and Saturday, April 17-18, 2009

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<b>Friday April 17, 2009</b>	<b>Saturday April 18, 2009</b>
<p><b>9:00 a.m. Anita Campbell, Small Business Trends</b>  <b>Keynote Speech:</b> “Don’t Make these 5 Mistakes in YOUR Business (I Wish I Hadn’t)” <b>Rm. B</b></p>	<p><b>9:00 a.m. Joel Libava, The Franchise King</b>  “Is Investing In A Franchise Right For You” <b>Rm. B</b></p> <p><b>Brian Augsburg, SageRock</b></p>
<p><b>10:00 a.m. Sharon Reed, Essenture Work Benefits</b>  “Providing Health Benefits in Hard Economic Times” <b>Rm.C</b></p> <p><b>Ivana Taylor, DIY Marketers</b>  “The 6 Secrets to Your Magnetic Marketing Plan” <b>Rm.B</b></p>	<p><b>10:00 a.m. Martin Schwartz, Executive Insights of Ohio</b>  Workshop: “How to Improve Your Performance with A Business Coach and Peer Advisory Groups” <b>Rm. B</b></p> <p><b>Joe Vivona, StrategEase</b>  “Develop Your Vision Into A Credible Business Plan”</p>
<p><b>11:00 a.m. Andrew Holland, Gamesnake/ EYEMG</b>  “Serving two masters.... Can it be done?” <b>Rm.B</b></p> <p><b>Staci Shelton, Staci J. Shelton</b>  “Marketing Your Business with Social Media” <b>Rm.C</b></p>	<p><b>11:00 a.m. Martin Schwartz, Executive Insights of Ohio</b>  Workshop: “How to Improve Your Performance with A Business Coach and Peer Advisory Groups” <b>Rm. B</b></p>
<p><b>12:30 p.m. Tony Bishop, Tony Bishop</b>  “A Formula to Evaluate any Business Opportunity” <b>Rm. C</b></p> <p><b>Jason Jividen, Sanctuary Media Group</b>  “SEO Is Not Magic: A Do-It-Yourself guide to</p>	
<p><b>1:30 p.m. Nathan Kievman, Woovertise.com</b>  “Linked In Power User Strategies“ <b>Rm. B</b></p> <p><b>Dean Langfitt, The Ruby Group</b></p>	<p><b>**Lunch will be served Friday at noon</b></p> <p><b>*** Cocktails will be served Friday at 5:30</b></p>
<p><b>2:30 p.m. Matt Nevans, Co-founder 1RU4U.com</b>  “The Internet-enabled Business” <b>Rm. B</b></p> <p><b>Sean Fremon, Cole Industries</b>  “David vs. Goliath: Going Toe to Toe with Larger Competitors” <b>Rm. C</b></p>	
<p><b>3:30 p.m. Jim Kukral, Biz Web Coach</b>  “You’ve Failed, Now What?” <b>Rm. B</b></p> <p><b>Brian Layman, B5 Media</b></p>	
<p><b>4:30 p.m. Jason Kerins, Booz &amp; Company</b>  “Value Proposition : What do your customers want? Can you deliver?“ <b>Rm. B</b></p> <p><b>Dennis Sommer, Executive Business Advisers</b>  “Top Performers – 30 Secrets in 30 Minutes” <b>Rm. C</b></p>	
<p><b>Happy Hour, networking and impromptu meetings will begin after the</b></p>	<p><b>last session at approximately 5:30.</b></p>

## Class Descriptions

### ***Don't Make these 5 Mistakes in YOUR Business (I Wish I Hadn't)***

In this discussion you'll learn:

How to make your business more profitable and not become a failure statistic, including practical advice on:

- How to price your products and services.
- How to master technology without becoming a programmer.
- When and how to spend money on marketing, without wasting it.
- Partnering with others to put growth into hyperdrive. And more.

### ***Providing Health Benefits in Hard Economic Times***

Are you in a medical health insurance dilemma; are the many options confusing to you? Sharon Reed, a Benefit Specialist of Essenture Worksite Benefits will come and try to alleviate the confusion of this complex issue. In addition to the health insurance piece of your business, she will address the question, "Are you covered correctly for the rest of your business?" This talk will be of interest for not only the self employed, but also those in partnerships and corporations.

### ***The 6 Secrets to Your Magnetic Marketing Plan***

Ivana Taylor from DIYMarketers.com reveals how you can eliminate the hair-pulling, overwhelming process of writing a marketing plan that will attract and keep only the best, high-profit customers you want to work with. Ivana Taylor has built a business around getting her clients to be the obvious choice for their ideal customer.

### ***Serving two masters.... Can it be done?***

This is a discussion based on personal experience of the hurdles you encounter while trying to start up a new business while still working for another company.

### ***Marketing Your Business with Social Media***

- Why Social Media is a Powerful way to market your business
- Basic Tools
- Building Successful relationships (How to use the tools in tandem)

### ***A Formula to Evaluate any Business Opportunity***

Entrepreneurs, Business owners and Managers are constantly bombarded with ideas to improve business. There seem to be too few effective ways to evaluate business opportunities and decide whether the would-be effort is worth the energy to venture forward or not. The limited elements we have, Terms of the Deal: Time, Energy, Resources, Money, and Sanity define our effectiveness daily, monthly and annually.

This presentation will provide a more complete perspective of what it takes for you to engage, work, contribute, and achieve in order to receive the outcome of Return On Investment, Future Business, Personal/ Professional Development and Lifestyle. Is it worth it, for you to risk your resources versus the outcome? Learn for yourself, about yourself.

### ***Selling in a Recession Obsession***

As news of the battered economy proliferates the media and consumer confidence stagnates to historic lows, nowhere does the impact hit closer to home than in the sales industry. That's why it is important to have an effective strategy in place to take action when the economy is trending down. Learn from Dean Langfitt with Sandler Training at The Ruby Group the four areas of focus to thrive in any economy and a seven-step approach to gain control of your selling process.

### ***The Internet-enabled Business***

We'll be discussing using all aspects of the internet and how it can benefit your business. From social networking and blogging to web-based productivity and automation tools. Among this discussion will be product introductions and recommendations, as well as open discussion of upcoming technologies and services. Come learn how the net provides your business a vast number of products and services for your success.

### ***You've Failed, Now What?***

Are you a HUGE failure? Or are you a loser? Maybe you're a quitter? Maybe you're all of the above? Or maybe, just maybe... you're really successful, but you think you're a failure?

The truth is, anyone can be successful if they understand that we all fail, and then realize the reasons why success comes to some people.

### ***Top Performers – 30 Secrets in 30 Minutes***

“Top Performers – 30 Secrets in 30 Minutes” is a fast paced, action packed discussion covering the TOP 30 secrets you need to know to become a top performer in your profession. Dennis Sommer, CEO of Executive Business Advisers will inspire and motivate the audience delivering sound actionable information helping you exceed your professional and personal goals.

Do you want that promotion ?

Do you want to attract more clients ?

Do you want to become #1 in your profession ?

If you answered “Yes”, then this keynote is just what you need !

### ***Workshop: How to Improve Your Performance with A Business Coach and Peer Advisory Groups***

Experience the power of working together with a business coach and with other business owners in a peer advisory group meeting. Successful business people understand that multiple minds and multiple experiences are far smarter, more effective, and efficient than any single mind or experience. Simply put, better decisions are made. In this session you will help Mr. Ricky Valdez, owner of the Valdez Brothers Coffee company work through a few of the problems that are keeping his business from prospering. As an advisory board member you will be able to share your ideas and experiences while gaining valuable insight from other business people and their businesses.

This workshop will be led by Marty Schwartz, President of Executive Insights of Ohio, a firm specializing in business coaching and peer advisory boards. During this interactive and fast paced session, you will experience the power of several people working on a business problem and will learn several successful techniques for analyzing and correcting problems that often plague small businesses and their owners. With these takeaways you can make changes that will help you cope with that lonely at the top feeling and help you work less in your business and more on your business. Improve your business performance and enjoy life more. RESULTS GUARANTEED

### ***Develop Your Vision Into A Credible Business Plan***

Joseph Vivona, Founder/CEO of StrategEase of Ohio, VP/COO CellularOne of Upstate New York and President/Account Supervisor of Admark Associates/Advertising, has developed a sure-fire formula for developing a solid business.

“Develop Your Vision Into A Credible Business Plan” is the result of over 22 years of experience establishing the above start-up companies, as well as scores of client companies, with his crowning achievement of having earned an 865% Return on Investment for a group of shareholders in just six years from start-up, utilizing his methodology.

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## About the Speakers and Contributors



Widely considered a “small business expert,” **Anita Campbell** serves as CEO of Anita Campbell Associates Ltd, a woman-owned consulting firm helping companies and organizations reach the small business market. As Publisher of several online media properties and syndicated content, Anita reaches over 1,000,000 small business owners and entrepreneurs annually. She is the founder and Editor-in-Chief of [Small Business Trends](#), an award-winning online publication.



**Jim Kukral** is a web marketer & [business web coach](#), speaker, long-time award-winning blogger, customer evangelist, writer, online monetization expert, and well, a bunch of other things. When Jim isn't speaking or consulting to top Fortune 500 clients, Jim spends his business hours as the owner of [Scratchback.com](#), a widget-based tipping system that thousands of bloggers and webmasters use daily. Jim's most recent book is '[Blend this Book](#)'.



**Sharon Reed**, started her career with Aflac as a sales representative and has been involved with Aflac for over ten years. She then joined the team of Essenture Workplace Benefits, to strengthen the employer's choice, with many different worksite companies to offer their employees additional benefits. Quickly she learned that successful sales people are centered on strong relationship building, and has dedicated herself to incorporating her business focus on the “long term” needs of her clients. With this unique approach, her business and reputation quickly grew in a very positive direction. She is currently the President of Sales and Marketing Executives International of Akron. Under Her leadership SMEI of Akron won international recognition by winning the SMEI Chairman's Gold award and also the highest SMEI award, the Raymond Bill award, last year. She is also involved in several professional organizations.



**Ivana Taylor** is founder at *DIY Marketers*, President of Third Force Marketing Systems, & Blogger at Strategy Stew. If you're responsible for the day-to-day marketing process in your company - [DIY Marketers](#) will be one of your favorite places to be. This community site offers personal marketing support and community for lonely, overwhelmed marketing people. Joining the group and become more efficient, spend less of the few budget dollars you have and get more loyal, profitable and happy customers to choose you.



**Joel Libava** -- Crain's Cleveland Business calls him “The Local Franchising Guru.” [Franchise Selection Specialists Inc.](#) 2nd generation President, brings real world franchise industry experience to his clients, and helps them select and research opportunities in franchise ownership. His franchise matchmaking services are FREE.



**Brian Layman**, Code Ninja for [B5 Media](#) & Technical Evangelist at *Office Space Coworking*. Brian's the guy that makes it all work at B5 Media. B5 Media, Inc. operates as an online media network. It offers blogs on various subjects, such as entertainment, news, technology, and sports. B5's Web sites properties include ProBlogger.com, Splendicity, Starked.com, the AfterMac, & Wii News Daily.



**Andrew Holland**, co-founder of EYEMG - Interactive Media Group an award winning Web site developer (NEOSA, Webby's and many, many more). Andrew is also the co-creator of [Gamesnake.com](#). GameSnake is a free online service that matches players with pickup games and teams in over 80 sports. GameSnake uses a player's age, gender, location and sports preferences to match them with games and teams happening on the courts, fields and facilities in their area.



**Brian Augsburger** of [SageRock, Inc.](#) Brian merges his business understanding with his vision and talent for digital marketing strategy in his specialized role as SageRock's liaison for client relationships. As a former business owner, Brian understands how the search engines and the Internet as a whole have dramatically altered how customers and businesses interact.



**Staci Shelton** has with over 10 years experience in training, facilitation, human performance & development, coaching. Staci's passion is helping people, organizations and businesses engage, inspire, influence & interact effectively. Staci merges the Specializing in Relationship Building and Communication Strategy using Social Media, Staci will teach you to communicate and present yourself in such a dynamic way that your life, business and relationships will never be the same.



**Tony Bishop** has served as a Marketing/Management Executive and Consultant for over 20 years for over 2000 businesses. Including Fortune 500 companies, small and medium size businesses, family-owned businesses, and non-profit organizations. His expertise includes business analysis, executive skill evaluation, organization development, management training, strategic planning, marketing and sales development, merger and acquisition, product/service development, succession planning, franchise development, partnership development and divestiture, business coaching, speaking engagements, and training seminars. He is the founder of **Small Business Boot Camp**, Executive Resort Retreats, and author of his first book: *The Profit Formula-Small Business Guide to Survival and Prosperity*



**Nathan Kievman**, is the Founder & President of Business Success Unlimited LLC, a pioneering consulting firm in the area non-traditional revenue maximization. Corporate clients retain him for his world-class expertise in Strategic Alliances, Joint Ventures, Social Marketing, and Thought Leadership. Additionally, Mr. Kievman is the author of *Linked Secrets*, a new book that teaches businesses how to maximize revenue using the popular social media service LinkedIn. He also is the host of the critically acclaimed business talk show, *Inside the Mind of a Master*.



**Dean Langfitt**, Partner at [The Ruby Group](#). *Selling in a Recession Obsession* - As news of the battered economy proliferates the media and consumer confidence stagnates to historic lows, nowhere does the impact hit closer to home than in the sales industry. That's why it is important to have an effective strategy in place to take action when the economy is trending down. Learn from Dean Langfitt with Sandler Training at The Ruby Group the four areas of focus to thrive in any economy and a seven-step approach to gain control of your selling process.



**Matt Nevans**, co-founder of 1RU4U - a colocation service specializing in 1 to 4 server hosting. Matt has been involved in internet-based initiatives for The Ohio State University and Westfield Insurance and has led infrastructure migration projects for several Fortune 500 companies. His unique blend of tech-savvy, business and generation-y allow him to look at IT and technology from a different perspective.



**Jason Jividen**, New Media Strategist at [Sanctuary Media Group](#). Jason's spent his entire career sifting through new tech, old tech, and a decade-and-a-half's worth of virtual gadgets and gizmos, to find, define, and present those that deliver value to my business clients. Sometimes that's selling, sometimes it's teaching, and sometimes it's just listening and learning. Jason distills all the options available and converts them into practical, useful tools that are able to consistently drive results.



**Marty Schwartz**, founder [Executive Insights of Ohio](#). Marty developed his credentials and skills by building and growing businesses while in positions of increasing responsibility at some of America's most respected companies including H.J. Heinz, The Coca-Cola Company, Borden Foods, Chiquita Brands International and the Dean Foods Company. Marty will be running unique hands-on workshops throughout BizCamp. Working with small groups of 6-8 people at a time, Marty will give you the tools and ACTIONABLE next steps you need to take your business to the next level.



**Dennis Sommer**, CEO of Executive Business Advisers, is a highly sought after business performance improvement specialist, CEO adviser, management consultant, author, keynote and seminar speaker. Dennis spent over twenty years as an entrepreneur and working in new business development, sales and executive management positions. Dennis Sommer is author of the book "Adviser Secrets - How to Become a Top Performer". A guide to the 13 most important communication skills used by top performers.



**Joseph Vivona**, Owner/CEO at StrategEase will be running workshops to help you *Develop Your Vision into a Credible Business Plan*. Joseph an expert on strategic business planning and has advised loads of budding entrepreneurs through seminars and one-on-one coaching through the Ohio Bureau of Workers Compensation, S.C.O.R.E. and the Lorain Chamber of Commerce.



**Sean Fremon**, President of Cole Industries, a national promotional product supplier and cleanroom supply distributor, will talk of entrepreneurship and growing three startup companies/divisions from scratch, doing so competing against much larger competitors. You will learn about finding weaknesses in larger competitors and how to combine older marketing methods with newer ones including internet marketing and geo-targeting. You will learn about rapid company growth and controlling the inevitable chaos that ensues between simple growth and HR issues.