

Session Registration

Turning Your Passion to Profit (P2P Seminar) Saturday, October 23, 2010
8:30 Registration, Continental Breakfast Sponsored by Costco, Trade Show

Please mark one session for each 50-minute interval

START-UP ENTREPRENEURS

- 9:00 Start-Up FAQs**
Harry Looknanan, CBA
Donna Flammang, ESQ
- 10:00 Start, Buy or Franchise?**
Julio Estremera, CBA
- 11:00 Building A Business Plan**
Tom Balistreri, CEO Focus

EXISTING ENTREPRENEURS

- 9:00 Managing Cash Flow**
Janet Noack, CPA
- 10:00 Angel Investing**
Bethann Kassman, Founder Go-Beyond Network
- 11:00 County Business Incentives**
Fort Myers Regional Partnership: Jim Moore
EDC of Collier County: Tammie Sweet

NOON - Borrego Springs Bank Presents Luncheon Speaker:
Lee Knapp, Author, Trainer and Business Consultant, "The Magic Lies In Your Hands"

1:00 USING TECHNOLOGY-PANEL DISCUSSION

- * **Implementing Social Media**
Theresa Ayers,
Get Smart Women
- * **Employer Services**
Charlie Ingram,
Veritas Employer Services
- * **Search Engine Optimization**
Mike Ricker,
Management Specialties
Web Services
- * **Using Technology**
Shelly Osterhout,
Computer Specialists of America
- * **Google Analytics**
Birgit Pauli-Haack,
Pauli Systems

2:00 MARKETING/MEDIA-PANEL DISCUSSION

- * **Fox4 Television**
- * **Sign-A-Rama**
David Bayer
- * **SWFL Business Today**
Karen Moore
- * **RapidPrint of SWFL Inc.**
Craig Nelson
- * **Edible Arrangements**
Jennifer Palma

3:00 Closing Remarks And Prize Drawing

SEE OUR SPONSOR TRADE SHOW

To Register

Fax this registration form to (239) 745-3710 if using a credit card as payment, or mail check to:
 Small Business Development Center
 Florida Gulf Coast University, Lutgert College of Business
 10501 FGCU Blvd S, Fort Myers, FL 33965

Name: _____
 Business Name: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Telephone/Fax: _____
 Email: _____

Payment may be made by check (addressed to FGCU/SBDC), MasterCard or Visa. (Circle One)

Name on Credit Card: _____
 Credit Card Number: _____
 Expiration Date: _____

Turning Your Passion to Profit Registration Fee:

Morning or Afternoon Session \$39 - Includes Lunch
 Full Day \$69 - Includes Breakfast & Lunch

No shows will be charged \$15 for lunch and refreshments.
 Requests for refund received 48 hours prior to the seminar will be granted.

Turning Your Passion to Profit

Presented by:

**SOUTHWEST FLORIDA
BUSINESS TODAY**



OUR FEATURED SPEAKER

Lee Knapp is an internationally-recognized speaker, trainer, business coach and author. Her common sense "in the trenches" information make Lee a highly respected and sought-after speaking professional worldwide.

Twenty years ago Lee launched Knapp Consultants, a business training and development company based in Ft. Myers. She continues to teach sales, customer service and leadership workshops all over the U.S.

From 8:30am - 3pm
Saturday, October 23, 2010
At Lutgert College of Business
on the FGCU Campus

A Workshop and Mini Trade Show For Entrepreneurs

Main Sponsors:



Event Sponsors:



Our Event Partners:

Sign-A-Rama of Ft. Myers (239) 931-0388, **Get Smart Women** of Bonita Springs (877) 846-8433 x1,
Costco (Gulf Coast Town Center) (239) 433-7242, **Borrego Springs Bank** (760) 767-5414

THE WORKSHOPS AND PANEL DISCUSSIONS

THE WORKSHOPS

Start-Up FAQs

Harry Looknanan, Certified Business Analyst, SBDC

Donna Flammang, Esquire

What are the questions most frequently asked by start-up entrepreneurs? What are the questions YOU want answered? Donna Flammang specializes in establishing the right legal entity for YOUR business and can offer insight covering a broad spectrum of legal topics, while SBDC CBA Harry Looknanan addresses questions regarding basic start-up requirements.

Managing Your Cash Flow In Today's Economy

Janet Noack, Managing Partner, FL CPA Noack, Mitchell & Company

Janet will share crucial tips on managing your cash flow in today's uncertain economy. She will discuss how to interpret a Statement of Cash Flows, how your choice of accounting methods affects your income taxes, the different types of financial statements (compiled, reviewed or audited) required to obtain financing and other practical information.

Start, Buy Or Franchise

Julio Estremera, Certified Business Analyst, SBDC

Once you have decided to “take the plunge” into the world of entrepreneurship, there are many opportunities, all with pluses and minuses to consider, to best meet your needs and goals. As a successful entrepreneur and franchisee, Julio will walk you through various scenarios in this lively discussion.

The Fundamentals of Success: Building Your Business Plan

Tom Balistreri, Owner CEO Focus Business Planning Consultant

Topics covered include creating your business objectives, critical goal categories, and goal setting. Tom will also show you how setting a budget and managing your cash flow are impacted by factors such as leadership and the decision making processes utilized.

Angel Investing

An Early Stage Financing Option

Bethann Kassman, Founder Go Beyond Network

Business Angels are individuals who provide coaching, expertise and capital to start up businesses. Learn about Angel Investing and hear how you may qualify for this type of funding. Bethann even presents actual examples of businesses seeking Business Angels and asks YOU in which ones you'd invest!

County Business Incentives

Fort Myers Regional Partnership:
Jim Moore, Executive Director

Economic Development Council of Collier County:
Tammie Sweet, Executive Director

The Executive Directors of the Lee and Collier County Economic Development Offices, respectively, share information on the programs and incentives their respective offices offer new and existing businesses. This is a rare opportunity for business owners to “go to the source” with their questions.

TECHNOLOGY PANEL DISCUSSION

Utilizing Technology For The Success of Your Business

Shelly Osterhout, Founder CSA, Inc.

Shelly answers your questions on topics ranging from determining what type of computer system is best for your business needs to the changing state of technology and how to harness its power to grow your business.

Getting The Monkey Off Your Back

Charlie Ingram, Founder Veritas Employer Services

You started your business because you enjoy your business—not all the administrative “stuff” that comes with it—a lot of it legal or regulated, thereby required. Explore ways to free up your time while still “keeping up with the paperwork” and making all those deadlines.

How Do I Know What My Web Site Is Doing For My Business?

Birgit Pauli-Haack, Owner Pauli Systems

Take a walk with Birgit through the maze of Web site analytics options as she shows you how to track the effectiveness of your Web site for little or no cost.

Using Social Media As A Tool To Build Your Business

Theresa Ayers, Owner Get Smart Women

Theresa shows you how to incorporate internet technology, creativity and innovation to maximize your company's Web presence through the use of social media.

“Do You See What I SEO?”

Mike Ricker, Owner Management Specialties Web Services, LLC

Mike understands what it takes to maximize your Web site presence through the use of Search Engine Optimization (SEO) and will answer your questions regarding ways to improve your “standing” on the Internet.

MARKETING / MEDIA PANEL DISCUSSION

How Should Print Media Fit Into My Media Mix?

Karen Moore, Publisher SWFBT

How and when should you use free versus paid print advertising to stretch your ad budgets? Karen will address these and other questions regarding the best ways to utilize print advertising when putting together your marketing strategy.

Why Broadcast Media?

Fox 4

In this era of niche marketing and target audience segmentation, how do broadcast media meet your business needs? Reviewing a variety of options, our expert will field your questions and guide you through your choices.

Gift-Giving Is Marketing Too!

Jennifer Palma, Franchisee Edible Arrangements

One of the most effective ways to score points with business clients, employees and peers is to send them a memorable gift. Of course you want that memory to be a favorable one. Jennifer will guide you through the pleasures of ordering perishable items and how to avoid the pitfalls, as well as addressing the question, “When should I order online?”

“Signs, Signs, Everywhere A Sign!”

David Bayer, GM Sign-A-Rama

As Sign-A-Rama's tagline states, “A business without a sign is a sign of no business.” David shares ways that technology has transformed the signage industry and answers your questions on what kind of signage is best for your business.

The Importance of Developing a Relationship with a Printer

Craig Nelson, President Rapid Print of SW Florida Inc.

Craig will emphasize the many reasons why business owners should find a printer they can trust and build a relationship with. A focus will be made on providing guidance on how to avoid costly mistakes when branding your business.

OUR ESTEEMED WORKSHOP LEADERS AND PANELISTS

Donna M. Flammang, JD, specializes in all aspects of business law, including selecting the appropriate legal entity for a client, mergers, acquisitions, and divestitures, tax issues, contract drafting and review, real estate purchase, sale and leasing, intellectual property, securities law matters, employment law matters, including non-compete issues, and business succession planning through trusts and other estate planning vehicles.

Brennan, Manna & Diamond, PL
Bonita Springs FL 34134
(239) 992-6578
dmflammang@bmdpl.com

Janet Noack, CPA, is a Florida Certified Public Accountant and managing partner of Noack, Mitchell & CO CPA's. The firm has offices in Fort Myers and Naples and specializes in business tax planning as well as condominium association audits.

Noack, Mitchell & Company
Certified Public Accountants
Fort Myers (239) 936-6144
Naples (239) 591-3461
Janet@noackmitchellecpa.com

Tom Balistreri, B.S., has over 35 years of business experience with 20 of those years in senior positions dealing with “change management”. He is President of Cape Coral-based Balistreri & Associates LLC and President of CEO Focus of Southwest Florida which provides peer advisory groups for small business leaders.

CEO Focus
(239) 549-1957
tbalistreri@ceofocus.com

Michael Ricker has over fifteen years experience developing successful business Web sites. He founded Management Specialties Web Services in 1995 with the vision that someday Web sites would be a business standard. Notable achievements include Chamber of Commerce Small Business of the Year Award and multiple projects for the TV show “Extreme Makeover Home Edition”.

Management Specialties Web Services, LLC
(239) 214-0268
mike@managementspecialties.com

Karen P. Moore, MBA, has almost 30 years experience in the newspaper advertising business, winning several awards for both her personal and team achievements. She has successfully grown display, classified and telemarketing advertising sales operations in St. Louis, Tampa and Ft. Myers. As publisher of Southwest Florida Business Today (SWFBT), which she founded in 2007, she has received several state and national awards on behalf of the newspaper for its news, advertising and marketing efforts, most notably, “Best In Show” by the 3000-member national Association of Free Community Papers in 2009.

Southwest Florida Business Today
(239) 770-7527
publisher@swfloridabusinesstoday.com

Bethann Kassman, MBA, DBA, is CEO of Go Beyond Network, a business angel group which recently started in Naples, Florida. Bethann lived in Switzerland, where she ran an angel group, was president of Biznovate (a consulting company) and until June 2009, was a professor of marketing and entrepreneurship at Webster University in Geneva. She has served as a consultant focusing on global expansion issues, strategy, competitive marketing and acquisition strategies for companies located in Europe, Asia and the U.S. She has owned and invested in a number of companies, both in the U.S. and in Europe.

Go Beyond Network
(941) 893-0881
bethann.kassman@go-beyond-network.com

Julio Estremera is a Certified Business Analyst for the Small Business Development Center at Florida Gulf Coast University. Mr. Estremera works closely with the Hispanic community and has counseled hundreds of small businesses throughout SWFL, Puerto Rico and the United States. As a former Rotarian, Mr. Estremera serves on several boards and committees throughout Collier County. He is very active in the Southwest Florida Hispanic Chamber of Commerce and Hispanic Council at Hodges University. Mr. Estremera has won several awards from Florida SBDC including 2008's Regional Certified Business Analyst of the Year.

Small Business Development Center
(239) 745-3707
jestreme@fgcu.edu

Harry Looknanan, BA is a Certified Business Analyst for the Florida Gulf Coast University Small Business Development Center. His role is to assist businesses in growing, innovating, and obtaining management improvement. Harry's experience and knowledge in the area of Financial Management Principles provide a valuable asset in addressing the needs of the Center's small business clients. He holds a Bachelor of Business Administration in Finance from the University of Texas at Austin, and has held several Board and Leadership positions at various Economic Development and Trade Associations.

Small Business Development Center
(239) 745-3711
Hlooknanan@fgcu.edu

Jennifer Palma has over 25 years in the banking industry on the retail side, so she has extensive customer service experience and a keen understanding of what makes a new business work. As a franchisee of Edible Arrangements she has the pleasure of helping her customers celebrate wonderful times with their loved ones by sending them beautiful delicious fruit bouquets. Jennifer finds it so rewarding to be able to touch people that way. Everyone remembers when they get their first bouquet!

Edible Arrangements—Fort Myers and Bonita Springs COMING SOON
(239) 437-8480
fl568@ediblearrangements.com

Birgit Pauli-Haack, B.S., CEO and founder of Pauli Systems, LC, brings more than 12 years of web development expertise to the company, which was started in 1999 in Germany and has been headquartered in Naples, Florida, since 2002. In addition to leading her company, Birgit is an active member of the web community, and provides pro bono technology products and services to local non-profit organizations. She is a frequent presenter on Internet topics at conferences worldwide, and has worked on such projects as Fusebox for the ColdFusion Community, and open source projects for social services agencies.

Pauli Systems
(239) 331-5878
bph@paulisystems.net

Charles W. Ingram, B.S., has been a professional in corporate management and training since 1992, and has worked in small entrepreneurial as well as multi-thousand employee corporate settings. In 1994, he became a Series Seven Licensed Registered Representative working in qualified plans and was part of the rollout group for the first “Multiple Employer 401(k)” designed to accommodate the emerging PEO industry. In 2008, Charlie launched Veritas Employer Services in Fort Myers. He has participated in many local non-profit organizations in a leadership role. He was named to the annual Gulf Shore Business “40 Under 40” list in 2009 which salutes professionals residing in southwest Florida who have made great strides in both their careers and the communities they serve.

Veritas Employer Services
(239) 495-3763
Charlie@GoVeritas.com

Craig Nelson, is the President of Rapid Print of SW Florida, Inc. Rapid Print is a full service commercial printing company offering a complete array of cost effective, efficient and personalized printing services, which cater to the customers needs and are sensitive to a company's budget and time line. Craig brings over 20 years of experience in the printing industry and he speaks with great passion about his profession.

Rapid Print of SW Florida, Inc.
Fort Myers, Florida
239.590.9797
orders@rapidprintswfl.com

David Bayer, general manager of Sign-A-Rama in Fort Myers has worked extensively in the signage business for the past five years. He has worked side-by-side with the owner, learning all the details of this complex business. His prior experience as an optician honed his customer service skills, making him well-suited for his current position.

Sign-A-Rama
(239) 931-0388
www.signaramaleeconomy.com

Shelly A. Osterhout, owner of Computer Specialists of America (CSA) for 5 years. CSA is an S Corp. that is a full service computer management corporation. Shelly has worked for corporations like Dell, AT&T, General Electric, and a major law firm in Naples, FL. She is very involved in networking and offers her assistance in various charity organizations including TLC, Destiny Diaper Bank and Edison Celebration of Arts to name a few.

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