

# RECESSION-PROOFING

## Your Business

### Local Resources to the Rescue!

*Small business professionals could be facing the toughest challenges of their careers. Learn how to overcome your business challenges and survive 2009! Local Northwest Ohio resources will be available to help you get the tools you need.*

**Saturday, May 30, 2009**

**9:00AM to 1:00PM**

**Bowen Thompson Student Union, Bowling Green State University**

**Registration: [www.wbgu.org/business](http://www.wbgu.org/business) or call Julie Albert at 419-372-0316**

**9:00 AM Welcome and Introduction by Patrick Fitzgerald, WBGU**

**9:10AM Panel Discussion: Recession-Proofing Your Business, McMaster Room 308**

Moderator: Earlene Kilpatrick, Bowling Green Chamber of Commerce Director

Panel Members:

- Floyd Craft, Ben Franklin and Ace Hardware
- Amy Craft Ahrens, For Keeps
- Rebecca Booth, Imagine That! Marketing
- Bill Wersell, Small Business Dev. Center at the Toledo Area Chamber of Commerce
- Banker from Huntington National Bank

**10:00AM** Announcements from Northwest Ohio SCORE and MAGNET

**10:20AM – 1:00PM**

- Free Individual Business Counseling Sessions with SCORE counselors in Rooms 306, 307, 309 and 318. Sign-up for a session at the SCORE table.
- Breakout sessions in rooms 308, 314 and 316. Details below

### **Concurrent Breakout Sessions in Rooms 308, 314 and 316**

#### **McMaster Room 308**

10:20AM Entrepreneurial Tips, ProVideo Systems, Inc., David and Linda Goldsmith

10:40AM Business Law for Small Businesses, Max Rayle, Attorney

11:00AM Right-Sizing Your Business, HR on Demand, Sue Fyten

11:20AM Accessing Business Loans, Huntington National Bank

11:40AM Accounting and Tax Tips for your Small Businesses, Petkowitz & Ault, Inc., Darlene Petkowitz

12:00PM Insurance Benefits for Businesses, Savage & Associates, Pat Paule

12:20PM Protecting Your Business Against Fraud, The Better Business Bureau, Dick Epstein

12:40PM Smart Marketing for a Dull Economy, Imagine That!, Rebecca Booth

***Buckeye Room 314***

- 10:20AM Local Support for Businesses, Bowling Green Community Dev. Foundation, Sue Clark and Wood Co. Economic Dev. Commission, Tom Blaha
- 10:40AM MAGNET Supports Large and Small Manufacturing Businesses in Northern Ohio, MAGNET (Manufacturing Advocacy and Growth Network), Robert Sichau
- 11:00AM Comprehensive Employment Solutions for Businesses, Ohio Dept. of Dev., Jay Bahr
- 11:20AM Apprenticeship Programs, Ohio Dept. of Job and Family Services, Marilyn Jacobs
- 11:40AM Ohio Means Jobs and the Third Frontier Internship Programs, Ohio Dept. of Dev., Christopher Granata and Sonny Turner
- 12:00PM Workforce Development Funding for Your Business, Job Solutions of Wood Co., Mary DeWitt and Kathy Estep

***Anderson Room 315                      Technology Support Sessions***

- 10:40AM Networking and Internet Technology, Modern Data, Jeff Boersma
- 11:00 AM Search Engine Marketing, Webcasters, Dylan Balle
- 11:20AM Proactive Network Support, Virtual Technologies Group, Brian Kurfess
- 11:40AM Software and Solutions, Virtual Technologies Group, Brian Kurfess
- 12:00 PM Information Technology Support for Small Businesses, Nemsys, Katie Rofkar

**Resource Tables in 3rd Floor Lobby, Hallways and Room 316:**

1. WBGU-PBS
2. Owens Adult Basic Literacy Education (ABLE)
3. Owens Continuing Education
4. PENTA Adult Basic Literacy Education (ABLE)
5. Job Solutions of Wood County
6. Ohio Department of Development
7. Northwest Ohio SCORE (Counselors to Small Businesses)
8. Small Business Development Center (SBDC)
9. Bowling Green Chamber of Commerce
10. Better Business Bureau of Northwestern Ohio and Southeastern Michigan
11. Manufacturing Advocacy and Growth Network, MAGNET
12. Bowling Green Community Development Foundation
13. Women's Entrepreneurial Network
14. Imagine That! Marketing
15. BGSU Career Center
16. Webcasters