

Business Growth/2012 for Business Owners

Friday, October 14, 2011, 8:30 – 4:00 pm

REGISTRATION FORM

Participant Information:

Today's Date _____

Please print name and address as it appears on credit card.

Name _____ Badge Name _____

Company Name _____

Address & Suite _____

City _____ State _____ Zip _____

Phone _____ Fax _____

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Participation Fee: \$99 per participant, \$59 additional persons from same company:

____ I have enclosed my check payable to Bay Laurel Law Group, LLP in the amount of \$_____.

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Please select the sessions that are of most interest to you (see reverse for more details):

Morning (select only 3):

- Build your Business on a Solid Legal Foundation
- The Tax Savvy Business Owner
- Re/Negotiating Commercial Leases
- Attracting Employees with Employee Benefits & Retirement Plans
- Top 10 Things Plan Sponsors Do Wrong
- Employment Law Training: Preventing Lawsuits
- The Economy: Changing Factors That Influence Business Planning
- Your Future Company--More Money & More Time for You (Counts as two, since this is a two-part program)

Afternoon (select only 3):

- The State of Business Lending
- Preparing for Sale: A Business Makeover Plan
- Asset Protection for Business Owners
- Hire the Right Talent: Interview Techniques for Success
- Risk Management for the Growing Business
- How to Not Let Social Media Ruin your Business Life
- Strategic Marketing

Please submit your completed form with your payment by **September 30, 2011** by mail or fax to:

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Questions? - Contact Sean Daish at (650) 525-0234 or e-mail admin@baylaurellaw.com.

Business Growth/2012

Schedule of Presentations

Track 1: Start-Up & Life Cycle of a Business

Track 2: Expanding and Improving your Workforce

Track 3: Strategic Planning & Marketing

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Build your Business on a Solid Legal Foundation

Brett Lytle, McDowall Cotter APC

Building a sound business requires a solid foundation. The foundation should be examined periodically to ensure that it still supports your business as it grows. Come to learn about the legal basics for every business, including choice of entity; organizational agreements; and business buy-sell, continuation and exit planning.

The Tax Savvy Business Owner

Lawrence Pon, CPA

Taxes are more than just returns. Come to learn about how to engage in "tax planning" for your business, including deductions, areas of concern for the IRS, and common mistakes in business tax returns.

Re/Negotiating Commercial Leases

Marc Pope, Cassidy Turley BT Commercial

How to select the right business property, negotiate/renew leases and the kinds of terms that landlords accept and decline.

Attracting Employees through Employee Benefits & Retirement Plans

Tom Zirbes & Andrew Roberson, SGC

Financial

Attracting talent and inspiring loyalty can be a challenge, and benefits can be part of the solution. Learn the trends in Group Benefits and how to effectively manage programs and costs. Key Employee benefits and incentive programs will be discussed, including qualified and non-qualified plans.

Top 10 Things Plan Sponsors Do Wrong

Callan G. Carter

If you're about to implement an employee benefits program, be sure to avoid the most common mistakes made by plan sponsors. If your plan is already up and running, do you know how to evaluate whether you are in compliance with all the pertinent laws?

Employment Law Training: Preventing Lawsuits

Christina Kotowski, Fisher & Phillips LLP

Are you up to date on the best practices in hiring? Discipline and termination? Are you in compliance with California wage and hour law? Christina will address the areas that trip up most employers and how to prevent legal liabilities with respect to your employees.

The Economy - a New World Order? Changing Factors That Influence Business Planning

John Levy, CPA, PFS, CFP®

The impact of the credit crisis and the massive governmental responses will impact everyone's future worldwide. Add changing demographics due to the retirement of U.S. baby boomers and the evolutionary/revolutionary changes in information exchange, and your basic thinking about planning for economic realities should be revisited.

Your Future Company--More Money and More Time for You (Part I)

Joseph J. Strazzeri, Esq.

Are you a sales strategy--is your company selling through product and strategy or benefit and process. Strategy--driven by your team or by the owner. Understand the differences in each of these approaches and how to drive a company that implements your vision with strength and consistency.

Your Future Company--More Money and More Time for You (Part II)

Joseph J. Strazzeri, Esq.

Learn how to refine your sales and/or implementation teams through an understanding of the ultimate business discriminator that drives optimal performance, with clear resilient, agile, and responsive employees.

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The State of Business Lending

John E. Shen and Kimberly D. Ford, HSBC Bank

The commercial banking and lending environment has changed dramatically since 2008. What are the banks looking for these days, what is realistic and what are the things that business owners can do to make it more likely to qualify for quality business loans?

Preparing for Sale: A Business Makeover Plan

Brian Sullivan, The McLean Group

So your exit plan is to sell the business? Do you know what it takes to attract buyers who are willing to pay your target liquidation value? What are the steps you need to take and when do you need to take them in order to have a successful sale when the time comes.

Asset Protection for Business Owners

Lori A. Palmatier & Joseph J. Strazzeri, Esq.

You generate the sales, pay the bills, team and taxes, then pay your personal expenses--understand how to protect what's left.

Hire the Right Talent: Interview Techniques for Success

Patti Wilson

Have you hired and fired more often than you like to admit? Do you have trouble spotting red flags during the interview process? What are the tricks to finding the right person for your company? If you are an employer seeking to expand your team, don't miss these insights into how to hire the right talent.

Risk Management for the Growing Business

Speaker to be Confirmed

Business owners invest inordinate time and money to grow their business. Even with the best laid plans, unexpected risk is around every corner. What are the best ways of sharing or mitigating this risk and what kinds of coverage should you have?

How to Not Let Social Media Ruin your Business Life

Irma Mitton

The marketing experts are all telling us to get on Facebook, LinkedIn, Twitter, blogging, Manta, Avvo, and the list goes on and on. How do you have an effective social media marketing strategy and still have a life?

Strategic Marketing

Irma Mitton

The first, and perhaps most important, step to any successful marketing program is to define your goals, strategy, offering and timeline. Learn to reinforce your business brand, create a lasting impression, and make the most of your marketing efforts, whether you use traditional advertising, referral networks, or mass market social marketing.