

Business Growth/2012

Thrive in a Shifting Economy - For Business Owners

Business Growth/2012 is a day of education for business owners and entrepreneurs who plan to thrive in 2012. You are cordially invited to join us and an impressive line-up of speakers for a day of working *on* your business instead of just working *at* your business.

Our presenters are experts in their fields who enjoy teaching and who give of themselves and their time. They will be sharing timely, solid information crucial to business success in the new economy. Topics range from taxes, law, leasing, employment, marketing and other business-critical areas carefully selected to help you help your business to thrive in this changing and challenging environment.

Keynote Presenter

Joseph J. Strazzeri, Esq., of Strazzeri Mancini, LLP

Moderator

Lori A. Palmatier, Esq., of Bay Laurel Law Group

Date & Time

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

Participation Fee

\$99. Refreshments and lunch will be provided.

Program Location

Silicon Valley Community Foundation
1300 S El Camino Real, First Floor, San Mateo, CA

To Attend

Please RSVP to Sean Daish at 650.525.0234 or

E-mail: events@baylaurellaw.com

For more info, please visit www.BayLaurelLaw.com



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Schedule of Presentations

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

Track 2: Expanding and Improving your Workforce

Track 3: Strategic Planning & Marketing

<p>AM</p>	<p>Build your Business on a Solid Legal Foundation <i>Brett Lytle, McDowall Cotter APC</i> 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.</p>	<p>Attracting Employees through Employee Benefits & Retirement Plans <i>Tom Zirbes & Andrew Roberson, SGC Financial</i> 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.</p>	<p>The Economy - a New World Order? Changing Factors That Influence Business Planning <i>John Levy, CPA, PFS, CFP®</i> 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.</p>
	<p>The Tax Savvy Business Owner <i>Lawrence Pon, CPA</i> 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.</p>	<p>Top 10 Things Plan Sponsors Do Wrong <i>Callan G. Carter</i> 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?</p>	<p>Your Future Company--More Money and More Time for You (Part I) <i>Joseph J. Strazzeri, Esq.</i> 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.</p>
	<p>Re/Negotiating Commercial Leases <i>Marc Pope, Cassidy Turley BT Commercial</i> How to select the right business property, negotiate/renew leases and the kinds of terms that landlords accept and decline.</p>	<p>Employment Law Training: Preventing Lawsuits <i>Christina Kotowski, Fisher & Phillips LLP</i> 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.</p>	<p>Your Future Company--More Money and More Time for You (Part II) <i>Joseph J. Strazzeri, Esq.</i> 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.</p>
LUNCH	LUNCH	LUNCH	LUNCH
<p>PM</p>	<p>The State of Business Lending <i>John E. Shen and Kimberly D. Ford, HSBC Bank</i> 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?</p> <p>Preparing for Sale: A Business Makeover Plan <i>Brian Sullivan, The McLean Group</i> 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.</p> <p>Asset Protection for Business Owners <i>Lori A. Palmatier & Joseph J. Strazzeri, Esq.</i> You generate the sales, pay the bills, team and taxes, then pay your personal expenses--understand how to protect what's left.</p>	<p>Hire the Right Talent: Interview Techniques for Success <i>Patti Wilson</i> 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.</p> <p>Risk Management for the Growing Business <i>Speaker to be Confirmed</i> 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?</p>	<p>How to Not Let Social Media Ruin your Business Life <i>Irma Mitton</i> 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?</p> <p>Strategic Marketing <i>Irma Mitton</i> 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.</p>