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First Neighbor Bank



Counselors to America's Small Business

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Charleston Area Chamber of Commerce



Bill Applegate and George Dycus



TRAINING • CONNECTING • DEVELOPING ILLINOIS' WORKFORCE



East Central Illinois Development Corporation



tuesday, october 7 | eastern illinois university | charleston, illinois



Counselors to America's Small Business

color your way to business success



This one-day conference will lead you, your employees and your business to enhanced performance and increased productivity. The conference will feature three tracks from which you can choose your path to a higher level of success.

Basic Blue: Session topics include business feasibility, appropriate business structure and funding mechanisms.

Cool Green: Sessions in this track will help you understand how to help your business "go green" in the current business environment.

Cautious Yellow: Featured sessions in this track include goal setting, improving personal performance, understanding financial statements and practical approaches to running your business more cost effectively.

Eastern Illinois University

Counselors to America's Small Business



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Charleston Area Chamber of Commerce
P.O. Box 77
Charleston, IL 61920

8:00 - 8:25 a.m.

registration and networking breakfast, MLK University Union, 3rd. floor

8:25 - 8:40 a.m.

welcome, Cindy Titus, Charleston/Mattoon Room
remarks, Diane Hoadley, Dean
Lumpkin College of Business and Applied Sciences

8:40 - 8:45 a.m.

break and move to small rooms for break-out sessions

8:45 - 10 a.m. break-out sessions (choose one)

basic blue

Does your biz idea have the right stuff?

Ann Deters, Vantage Technology

How can you tell if your business concept is feasible and viable before you borrow money and invest your life savings into a small business? This session covers some of the major considerations such as market and profitability assessment, financing options, legal issues and industry research.

cool green

The need to recycle

Panel of Experts

Recycling is everyone's business and we need to step beyond awareness and into action. Businesses need to embrace ways in which recycling materials can benefit both themselves and the environment.

cautious yellow

Goal-setting and improving your performance.

Tim Spitz, First Mid-Illinois Bank & Trust

What are you paying attention to in your business? Learn how to harness the power of attention, how to get focused and stay focused on success, as well as how to communicate our attitudes. Energy flows where attention goes. If you are not excited about what you are doing, no one else will be either.

10:00 - 10:15 a.m.

break and move to second set of break-out sessions

10:15 - 11:30 a.m. break-out sessions (choose one)

basic blue

Selecting the biz structure that's right for you.

Alan Singleton, Singleton Law Firm

Selecting a business structure is one of the most important decisions business owners make. Business structure affects the safety of personal assets, taxation and smooth continuation of the business upon ownership change. This session covers the pros and cons of each type.

cool green

Reducing energy costs

Eric Pals, Tick Tock Energy

As energy costs continue to rise, owners and managers must deal with the realities facing their businesses. This session explores ways to reduce energy costs and how to become more energy efficient through sound business practices.

cautious yellow

Understanding financial statements.

Dave Arseneau, Eastern Illinois University

Almost all business owners have a pulse on the operational side of their business. On the other hand, many business owners lack the skill set to understand company financial statements (including comparative analysis). This session addresses the practical understanding of financial information and how to use it to improve business performance.

11:30 a.m. - 1:00 p.m.

buffet lunch, University Ballroom

welcome, Scott Lensink, President, Lake Land College

lunch speaker (12:30 - 1 p.m.) **Karen Wolters**, *Founder and Chairman of Board, IgniteUSA.*

"ENTREPRENEURSHIP: Its Importance to Our Economy"

Karen Wolters started her first business in 1985 with a patented product and is committed to entrepreneurship in America, believing it demonstrates what is great about this country: creativity and innovation, risk taking, capitalism, and from the success of entrepreneurial companies, philanthropy.

During her keynote, Ms. Wolters will share her experiences as a small business owner doing business both nationally and globally.

1:00 - 1:15 p.m.

break and move to third floor for last set of break-out sessions

1:15 - 2:30 p.m. break-out sessions (choose one)

basic blue

Financing your start-up biz

Panel of Experts

What's standing between you and starting your own business? If it's a lack of money, relax. There are a number of reasonable start-up capital options available to aspiring entrepreneurs. Our panel of experts will provide an overview of different sources of financing available for start-ups and how you should prepare to make your pitch to a potential lender.

cool green

Green opportunities

Glenn Croston, 75 Green Businesses

We see green in your future. This session will get you up-to-speed on the fast-paced trends propelling the green economy and will show you where to find green opportunities. www.75greenbusinesses.com

cautious yellow

Practical approaches to running your business more cost-effectively.

Jeff Oetting, Oetting and Assoc. Insurance

You're FIRED...yes You! Move from owning a job to owning your business. Stop day dreaming! Examine and analyze possible inefficiencies in your current business and how to create new paradigms to maximize output. This session explores practical ways to get more results out of your business. Business growth and profitability does not just happen...it needs to be managed!

2:30 - 2:45 p.m.

break and move to joint session

2:45 - 3:00 p.m.

wrap-up and evaluations, Charleston/Mattoon Room

registration form

bizSCORE '08:

Tuesday, October 7

please fill out a separate form for each participant

Business name: _____

Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

name: _____ title: _____

e-mail: _____ phone: _____

Please indicate which sessions you will be attending (choose one for each time slot):

(8:45 a.m.) session set 1 blue green yellow

(10:15 a.m.) session set 2 blue green yellow

(1:15 p.m.) session set 3 blue green yellow

Check enclosed (make checks payable to CACC/BizScore08)

Send invoice (please provide address below):

Pay by credit card: MC Visa

card number _____ exp. date _____

name on card _____ security code _____

signature _____

Registration fee.

The cost to attend the all-day conference is \$60 per person, which includes all conference materials, breakfast and lunch.

Deadline for registration is October 1.

Cancellation policy.

Pre-registration is required. Registrants will be billed upon making a reservation. No refunds will be given for cancellations or failure to attend the program, although substitutions of individuals may be made prior to the start of the conference.

Please mail your payment and registration to:

Charleston Area Chamber of Commerce
P.O. Box 77
Charleston, Illinois 61920
Contact: Cindy Titus
217-345-7041