



Tactical Skills  
for the Growing Business

Presented **SUPPORTING**  
strategies

- **Business Fundamentals Bootcamp**  
**North Shore Long Island, NY: June 10, 2016**



Tactical Skills  
for the Growing Business

We are excited to announce the Business Fundamentals Bootcamp - North Shore Long Island. The event will take place on June 10, 2016, at the [Hilton Long Island/Huntington](#), in Melville, NY.

As with our past Bootcamp events, we will be lining up an all-star cast of participants from the local business community as speakers and panelists. The Bootcamp Series is designed especially for CEO's and CXO's of growing businesses with a focus on the tactical and operational expertise needed to manage a growing business. More than 20 speakers will lead sessions focused on the functional areas of marketing, finance, law and human resources to 100+ attendees.

The Theme of this event is "**Leadership for Success and Growth**", and the event concludes with a networking reception for participants and presenters.

**EVENT SCHEDULE:**

11:00am-11:30am: Registration

11:30am-11:45am: Opening Remarks

11:50am-12:35pm: Breakout Session #1

12:40pm-1:25pm: Breakout Session #2

1:30pm-2:30pm: Lunch & Panel

2:35pm-3:20pm: Breakout Session #3

3:25pm-4:10pm: Breakout Session #4

4:15pm-4:30pm Closing Remarks

4:30pm-6:00pm: Networking & Cocktail Event

**BREAKOUT SESSION #3: 2:35-3:20pm**

**Topic:** Finance & Administration

**Speaker:** Neil Seiden, Asset Enhancement Solutions, LLC

**Title:** Financing Solutions for Different Stages of the Business Life Cycle

**BREAKOUT SESSION #1: 11:50-12:35pm**

**Topic:** Finance & Administration

**Speaker:** Gail Trugman – Nikol, Unique Business Solutions

**Title:** Lost Knowledge: How Does it Affect the Company Growth?

**Topic:** Legal & Risk Management

**Speaker:** Doug Rowe, Certilman Balin

**Title:** Wage and Hour Compliance: Avoiding the Minefields

**Topic:** Management & HR

**Speaker:** Rita DiStefano, Portnoy Messinger Pearl

**Title:** Learn how to Build a Positive Culture and Increase the Bottom Line

**Topic:** Strategy & Marketing

**Speaker:** Andy Jacobs, Dedit

**Title:** 5 Key Strategic Tools to Increase Opportunities and Close Business in 2016 and Beyond

**BREAKOUT SESSION #2: 12:40-1:25pm**

**Topic:** Finance & Administration

**Speaker:** Paul Becht, Baker Tilly Virchow Krause, LLP

**Title:** Financial Statements and Tax Returns – Understanding How They Interact

**Topic:** Legal & Risk Management

**Speaker:** Russell Stern, SilvermanAcampora LLP

**Title:** Taking your Emerging Stage Company to the Next Level – think you can't do it – You're Wrong!

**Topic:** Management & HR

**Speaker:** Rick Maher, Effective Human Resources, Inc.

**Title:** Your Freedom and Human Capital Management

**Topic:** Strategy & Marketing

**Speaker:** William Corbett, Corbett Public Relations

**Title:** Grab Attention and Dominate Your Market: PR Secrets and Video Tactics for Small Business

**LUNCH & PANEL: 1:30-2:30pm**

**Title:** Leadership for Success and Growth

**Moderator:** Anthony Acampora, SilvermanAcampora LLP

**Panelist:** Liz Bentley, Liz Bentley Associates

**Panelist:** Lois Cooper, LMH Strategies, Inc.

**Panelist:** Jacquelyn Gernaey, The Alternative Board

**Panelist:** James Webster, National Business Capital

**BREAKOUT SESSION #3: 2:35-3:20pm**

**Topic:** Finance & Administration

**Speaker:** Neil Seiden, Asset Enhancement Solutions, LLC

**Title:** Financing Solutions for Different Stages of the Business Life Cycle

**Topic:** Legal & Risk Management

**Speaker:** Ken Morris, IDP Consulting

**Title:** Cybersecurity and Your Business: What You Need to Know, But Don't...Yet

**Topic:** Management & HR

**Speaker:** Jeff Weiner, HKM Associates

**Title:** The Pitfalls and Potholes of the New Health Care Legislation for Small Businesses

**Topic:** Strategy & Marketing

**Speaker:** Jesse Giordano, Morgan Stanley

**Title:** Stand Out, Energize, and Maximize Your Impact with Purpose

**BREAKOUT SESSION #4: 3:25-4:10pm**

**Topic:** Finance & Administration

**Speaker:** Evan Branfman, Kuttin Wealth Management

**Title:** Retiring on your Terms: How to Make Informed Decisions for Retirement Plan Options

**Topic:** Legal & Risk Management

**Speaker:** Lisa Renee Pomerantz, Lisa Renee Pomerantz, Attorney at Law

**Title:** Is Your Business Conflict Competent?; Avoiding and Resolving Business Disputes Amicably and Cost-Effectively

**Topic:** Strategy & Marketing

**Speaker:** Rob Fishman, Sandler Training

**Title:** Seven Essential Sales Strategies to Bring Your Business to the Next Level!

**Topic:** Strategy & Marketing

**Speaker:** Sue Glenn, Constant Contact ALE/ Diverse Marketing & Web Design

**Title:** Social Media Basics: The Why, the What, and the How for your Business

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