

# 2007 LAKE AREA BUSINESS CONFERENCE

March 7, 2007

Inn At the Grand Glaize, Osage Beach



**JOHN Q. HAMMONS**  
Keynote Speaker

## Being Successful in Today's Marketplace

A "must attend" for all business owners, managers, supervisors and prospective entrepreneurs!

### CONFERENCE AGENDA

**7:45-8:15 A.M.** Registration, Continental Breakfast & Visit Exhibit Area

**8:15-8:30 A.M.** Welcome & Opening Remarks

**8:30-10:00 A.M.** **Session 1** (Select A, B or C)

**A) UNDERSTANDING MEDIA** - Is advertising in the mass media right for your business? Learn the pro's and con's of advertising in the various media arenas, advertising terminology, negotiation tips, etc.

Presenter: Anissa Lockett, The Business Studio, Columbia, MO

**B) YOUR RESPONSIBILITIES AS AN EMPLOYER** - Secure an update on all those important HR regulations you struggle to keep track of i.e. Minimum Wage, Employment verification, documentation, etc.

Presenter: David Campanini, C. Clarity Consulting, Camdenton, MO

**C) STARTING A BUSINESS: THE FIRST STEPS** - Thinking about starting a business, but have no idea what to do first, this session is for you. Gain insight into determining feasibility, legal structure, licensing, etc.

Presenters: John McMahon & Liz Byland, SCORE, Camdenton, MO

**10:00-10:30 A.M.** Break, Complimentary Refreshments & Visit Exhibit Area

**10:30-Noon** **Session 2** (Select A, B or C)

**A) GETTING THE BIGGEST BANG FROM YOUR ADVERTISING DOLLAR**— Secure answers to those elusive questions like—"Where should I advertise?", "How much should I spend?", "What should I advertise?"

Presenter: Tom Bradley, Bradley Marketing, Columbia, MO

**B) FRAUD 101**—Fraud can wreak havoc on any business—learn what you can do to better protect yourself?

Presenter: Angela Morelock, BKD LLP, Springfield, MO

**C) THE BASICS OF WRITING A BUSINESS PLAN**—Gain insight into the importance of writing a business plan, required content & presentations tips.

Presenter: Jackie Rasmussen, University of Missouri Extension, Camdenton, MO

**Noon** Lunch (Cost included with registration fee)

**12:45-1:45 P.M.** **Keynote Address—THE "HAMMONS" PHILOSOPHY** - Hear from John Q. Hammons himself about tips to being successful in today's market & what has attracted him to the Lake.

**1:45-2:00 P.M.** Break, Complimentary Refreshments & Visit Exhibit Area

**2:00-3:30 P.M.** **Session 3** (Select A, B, or C)

**A) THE ART OF GENERATING & CLOSING SALES**— Explore the benefits to be gained by building, maintaining & using a customer database & using it to generate repeat sales & customer referrals.

Presenters: Tonia Grein, Tonia Grein Team, Lake Ozark, MO

**B) THE CHANGING LANDSCAPE OF THE LAKE AREA MARKETPLACE & IT'S IMPACT ON YOUR BUSINESS**—Gain insight into the changing demographics & psychographics of the Lake Area & changing make-up of the business community. How can you stay competitive?

Presenter: Bill Elder, Office of Social & Economic Data Analysis, UMC, Columbia, MO

**C) SOURCES OF FINANCE: FOR BUSINESS START-UP OR EXPANSION**—Learn what financing options exist, lending terminology, credit requirements & loan evaluation criteria.

Presenter: Chad Doerhoff, Central Bank of Lake of the Ozarks, Osage Beach, MO

**3:15-3:30 P.M.** Closing Remarks

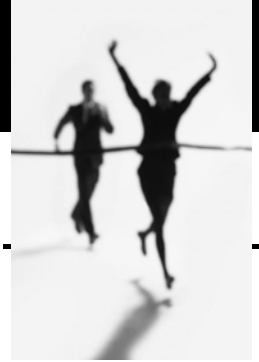
**COST: \$50/person** (includes breakfast, breaks, lunch & all session materials)

**SPACE IS LIMITED — REGISTER NOW!**

# 2007 LAKE AREA BUSINESS CONFERENCE

March 7, 2007

Inn At the Grand Glaize, Osage Beach



**Being Successful in Today's Marketplace**

## LAKE AREA BUSINESS CONFERENCE

### Participant Registration

Sign me up for this year's conference!

Call (573) 346-2644 for details!

Name/s: \_\_\_\_\_

Business: \_\_\_\_\_

Address: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax \_\_\_\_\_ E-Mail: \_\_\_\_\_

Enclosed is my \$ 50/person Registration Fee: \$ \_\_\_\_\_ Payable to : **University of Missouri Extension**

**Send to:** University Of Missouri Extension, P.O. Box 1405, Camdenton, MO 65020 by March 1, 2007

### CONFERENCE SPONSORS:

University of Missouri Extension; the Lake Area, Camdenton Area, Eldon, West Lake, Lebanon, and Waynesville/St. Robert Chambers of Commerce; SCORE; Central Bank of Lake of the Ozarks; First National Bank; the Lake Area and Lebanon MO Employer Committee's.

### MEDIA SPONSORS:

KS95, Lake Media One, KRMS, FOX 27/KOLR, The Reporter, Benne Media, Vernon Publishing, KRCG, Ozark-TV

## — ALSO —

### An Exhibitor Opportunity Awaits Your Business .....

Utilize this inexpensive way to meet potential new clients and display your product or services.

Over 100 business owners and managers expected.

Limited "Table Top" display booths (10'x8' draped table) are available

**COST:** \$150.00 (includes conference registration for two people)

For additional information contact: Jackie Rasmussen, University of Missouri Extension, Ph: (573) 346-2644

## LAKE AREA BUSINESS CONFERENCE

### Exhibitor Registration

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Booth Fee: \$ 150 Electric Hook-Up Required (Extra \$15.00 Fee): Yes \_\_\_\_\_ No \_\_\_\_\_

Make checks payable to: University of Missouri Extension

Return this form & check to: P.O. Box 1405, Camdenton, MO 65020 Ph: 573-346-2644 Fax: 346-2694