

2021 GOOD TO GREAT TOPICS & SPEAKERS:

Privacy, please!

With Victoria Beckman, [Frost Brown Todd](#)

The Internet allows businesses of all sizes and from any location to reach new and larger markets and provides opportunities to work more efficiently by using computer-based tools. Whether a company is thinking of adopting cloud computing or just using email and maintaining a website, cybersecurity and privacy should be a part of the business plan. Join this session to discuss key factors to consider when designing your information security programs and privacy policies and learn about regulation applicable to your business.



In this session attendees will learn:

- To be aware of applicable privacy and cybersecurity regulations per state and industry.
- The risks and evolving threats to data security and prepare to avoid a data breach.
- Real case scenarios and the consequences of data security and privacy violations.

About the Speaker:

Victoria is Co-chair of the Privacy and Data Security group and Chair of the Latin America Desk at Frost Brown Todd. She assists clients with compliance of state, federal, and international privacy laws as well as preparing strategies for responding to data breaches and other security incidents. Her experience includes facilitating the resolution of cases involving ransomware, assisting multi-global companies with recovery of losses after a breach, proactively reviewing existing policies for domestic and foreign companies to minimize risk of potential litigation, and developing and assisting clients with the implementation of cybersecurity programs. Victoria's fluency in Spanish and her education and work experience in Latin America allow her to help U.S. and foreign companies navigate through transnational disputes and issues of foreign law. Prior to practicing law, Victoria was an industrial engineer in the technology and automotive sectors and a competitive figure skater for her native country of Colombia.

Fostering a Healthy Company Culture

With Simone Crawley, [Crawley Cultural Consulting](#)

Recent social justice movements have reenergized criticism of toxic company culture. Data and research also outline the connection between workplace bias and negative outcomes for marginalized groups. Leaders must address these attitudes and behaviors to improve diverse employee recruitment and retention. Leaders can improve their company culture by making employees feel seen and have a voice!



In this session attendees will learn:

- To understand the impact of bias on company culture.
- The impact on a company's bottom line.
- Concepts to address bias internally.

About the Speaker:

Simone Crawley is the Founder and Chief Executive Officer of Crawley Cultural Consulting. She most recently served as Executive Director for the Multiethnic Advocates for Cultural Competence (MACC), a statewide organization implementing cultural competence in Ohio. She had a seven-year tenure as a legislative staffer in the Ohio Senate and Ohio House of Representatives. Simone is a certified instructor of the Adult and Youth Mental Health First Aid curricula and holds a degree in Political Science from The Ohio State University.

Navigating and Embracing a Remote Work Culture

With Sharon DeLay, [GO-HR](#)

The genie is out of the bottle and one of the most in-demand benefits from today's employees has been proven possible by a global pandemic. You're kidding yourself

if you believe "returning to normal" includes bringing your employees back into a traditional office space.

This session will explore the hard and soft truths about remote working and give employers and business leaders a lot to think about when it comes to safety, security, obvious and hidden costs, and mental health and social considerations, not to mention employee engagement and productivity. Sharon will draw on the dozens of sessions she's already presented this topic in, including to Chambers of Commerce, HR leader groups, the Columbus Bar Association, and the GS 10KSB program, and the participant questions and shared best practices received, as part of her overview.



In this session attendees will learn:

- The one thing that must be at the foundation of every remote working arrangement.
- Key considerations every employer must think about to be as protected as possible when building a remote workforce.
- What your leaders and managers must know and think about when working with a remote team.

About the Speaker:

Sharon DeLay is a dual-certified HR professional and owner of GO-HR, an HR consultancy providing full-service, full-cycle outsourced HR for small businesses. Sharon and her team have a passion for helping small, family, and women-owned businesses with risk-mitigation in the areas of HR compliance and strategy, recruiting and onboarding, benefits, training, and corporate outplacement. Sharon is a past board member of NAWBO Columbus and the ICF Columbus Chapter, the current treasurer on the board of HRACO, joins the board of the Westerville Chamber of Commerce in 2021, and is finishing her 4th year on the board of Camp Wyandot in 2021. GO-HR has been recognized as a supporter of business by Conway Center for Family Businesses and is a two-time recipient for Columbus CEO Best in Business for HR Services (2019, 2020). Sharon was also recognized in 2019 for Lifetime Achievement in HR Excellence by Columbus CEO, as an Emerging Leader by the WSBA; and in 2015 as a Women

Is your Financial House in Order?

With Hilary Dodson, [Kaiser Consulting](#)

This session will provide an overview of basic financial statements and key performance indicators that can help entrepreneurs and small business owners better understand their financial performance and make better business decisions for future growth.



In this session attendees will learn:

- Understand how to use basic financial statements
- How to identify and utilize key performance indicators
- What type of accountant they really need.

About the Speaker:

No two people are the same. No two businesses are alike, either. When it comes to your accounting needs this is something we take into account at Kaiser Consulting every day. From assessing an internal controls project at a multimillion-dollar international organization to meeting the daily accounting requirements of a growing start-up business, we are here to help you solve your unique accounting challenges.

Kaiser Consulting is passionate about helping our small business clients. It is our experience that providing a little guidance in this area goes a long way to help the success of a business.

No mom guilt: Thriving with kids doing remote learning!

With Dr. Pamela Ellis, [The Education Doctor](#)

The demands of growing a successful firm has run head-on in the face of remote learning. Over 75% of moms have primary responsibility for executing the vision for their children's education. I will engage mompreneurs with my top tips and resources to save time, money and the relationship with their child as they nurture their children's educational success. I have advised hundreds of moms and teens to navigate through these challenging times since March 2020.



In this session attendees will learn:

- How to gain practical grade-specific tips that offer realistic approaches for helping with school.
- Discover time saving tips for helping children.
- Develop a framework to use beyond remote learning for educational success.

About the Speaker:

Pamela Ellis, MBA, PhD—also known as The Education Doctor®—has helped hundreds of young people find and be admitted to best-fit colleges so their parents save time and avoid over-paying. Dr. Pamela holds an MBA from the Tuck School of Business at Dartmouth and doctorate from the Stanford University School of Education. She is a highly sought-after speaker and author of the best-selling book series What to Know Before They Go.

Choosing Mindfulness over Hustle Culture

With Eryn Gilson, [614 Mom](#) & [Eryn Gilson Consulting](#)

We live in a world where hustling through life is a badge of honor but replacing our to-do list with another to-do list is normal. What if we slowed down and embraced the small moments in our lives, celebrated the small stuff, and loved the life we live all while still achieving our goals? Life would be much sweeter and a lot more beautiful if we could say goodbye to the hustle and embrace mindfulness in our lives and in our business.



In this session attendees will learn:

- To walk away feeling free to say goodbye to constantly hustling without being able to enjoy their lives,
- Real examples of ways they can practice mindfulness in their business.
- Encouraged to seek out ways to run their businesses that make sense to them.

About the Speaker:

Eryn is passionate about helping small businesses and freelancers find freedom

in their work by creating custom strategies that help master their online presence and business strategies. She is a mindful business owner who loves strategy and thoughtful execution, systems, and automation. Eryn believes that the best results come from strategic planning, careful execution, and a drive to get things done.

You Have What It Takes To Be a Thought Leader

With Rhonda Peterson, [RKP Ventures LLC](#)



Thought Leadership is the ability to integrate and showcase your experience, vision and unique point of view in your industry. This marketing strategy helps you stand out from the competition, carving out a unique niche as an industry leader, gaining attention with both potential clients and collaboration partners. One of the outcomes of the coaching framework is identifying and leaning into your unique thought leadership expertise. Rhonda has personal experience in using thought leadership to showcase her expertise

that has allowed her to hone her message and increase her visibility to the right audience, the one who can most benefit from it.

In this session attendees will learn:

- Understanding of the value of thought leadership.
- Identifying where thought leadership benefits your business.
- Explore potential areas of thought leadership for your business.

About the Speaker:

Rhonda Peterson guides financial services executives, entrepreneurs and emerging leaders to lean into their energizers which increases their ROI, both professionally and personally. Why? This focused energy opens the space for greater impact in your organization because you are doing your best work. Passing on the wisdom gained in coaching leaders and authentically sharing her own leadership experiences helps audiences connect to the importance of how the soft skills of leadership affect the bottom line -- that their own energy can make an impact on profits, efficiency, team culture, and more.

Paid Advertising 101

With Carissa Richardson, [Kindred Strategy](#)



Over the past few months, we've seen first hand how paid advertising has helped our clients reach their marketing goals, despite the pandemic. With changing consumer behavior, it is more important than ever to consider different ways to market your business. We've been able to take our 15 years of experience working with businesses of all sizes and use it to help our clients uncover ways that paid advertising could help you solve some of their current marketing challenges.

In this session attendees will learn:

- What types of paid advertising exist and which options are best for your business.
- How to set your goals and objectives.
- How to measure those goals in order to optimize your advertising results.

About the Speaker:

Carissa has 15 years of experience developing paid marketing strategies that connect brands to their customers. She is an expert in paid advertising but understands that most people aren't. She loves collaborating with clients and breaking down these sometimes unfamiliar subjects in a way that is educational, relatable, and understandable. She uses her years of experience working for large advertising agencies in both Chicago and Columbus to come up with big-agency strategies that use both new and traditional media, to help you meet your advertising goals and connect with your audience, no matter where they are.

LinkedIn: What are you waiting for?

With Deanna Russo, [Leverage Up, LLC](#)

Deanna will bust myths like LinkedIn is just for B2B, LinkedIn is a network for job seekers, AND LinkedIn is for large corporations. Deanna will help to brand & grow your following on LinkedIn the right way.



In this session attendees will learn:

- How to create a headline that gets attention.
- What a profile picture should look like.
- What your banner graphic should be.

About the Speaker:

Authentic, genuine, and straight forward. Those are three words that best describe Deanna. She started Leverage Up to share her authentic advice with people who are looking to grow their network on LinkedIn, whether they are enterprises, entrepreneurs, sales directors, or job seekers.

One thing that sets Deanna apart from others who do what she does is her customized approach with my clients. She doesn't have "package deals". Everyone is at a different place in their LinkedIn journey. So what works for the goose will not work for the gander. Some people have 300 connections and are looking for their next opportunity. Those people might be looking for a profile overhaul and how to engage with hiring managers or recruiters.

Others on this platform have 1500 connections or more, but they want to learn the power of LinkedIn and how to use it to either jump start or boost their business. Regardless of the end goal, Leverage Up will work with you to maximize the benefits of this platform in the fastest way possible.

Deanna's goal is to share her knowledge. She grew her network on LinkedIn from 400 to 11,000 connections in just 18 months. She started Leverage Up to pass on her knowledge and help others achieve all the benefits that she learned independently.

Navigating Your Business Through Financial Uncertainty

With Moniqua L. Spencer, [U.S. Bank](#)



2020 has been a very challenging year for small businesses. Based on conversations with clients navigating their business through COVID-19 is top of mind! I work with small businesses daily and can provide guidance to help business owners acquire, maintain, grow or exit their business!

In this session attendees will learn:

- You are not alone in your concerns
- Strategies to focus on what you can control in this uncertain environment
- Tips for maintaining your business in the current economy

About the Speaker:

Moniqua L. Spencer is Vice President and Business Banking Sales Manager for U. S. Bank Columbus market. She has 30 years' experience in banking and finance. She leads a team of business banking professionals focused on lending, deposits, and cash management services for businesses up to \$25MM in annual revenue.

Ms. Spencer is committed to making a difference her community. She currently serves as Chair of the Board of Directors for ECDI, Board of Directors for Communities in School of Ohio and past Chair of the Women's Business Centers of Ohio.

She is the proud mother of three children, RJ, Alexis and Nicholas.

Developing a plan to strengthen your business & community!

With Melissa Wick, [Wick Law Offices, LLC](#)



The most successful business owners start and operate their businesses using not just a great business idea but also with a plan to help their community!

This can be achieved by helping business owners choose a cause that aligns with their business, developing a strategic partnership contracts to further those goals, and focusing on aligning governing documents with sustainable business models.

In this session attendees will learn:

- The importance of formation documents to protect you, your ideas and your assets and how those legal documents should encompass your strategy.
- How and why you should form strategic partnerships with the goal of using your business to help the community.
- Examples of sustainable/impactful business models and the legal nuts and bolts of how to incorporate those into a small business.

About the Speaker:

Melissa spends her days helping new entrepreneurs hit home runs and helping existing business owners and clients evolve to build even brighter futures. She uses her knowledge and experience to think through, structure, and form businesses, agreements, settlements, deals, contracts, and I advocate for my clients in court when there is a dispute.

Her experience includes both litigation and transactional legal work. Melissa had the pleasure of working for one of the top litigation firms in Columbus where she advocated for clients in high asset divorces and in general business litigation matters.

Are you pushing your team too hard, or not hard enough?

With Sheree Young, [Vitality Natural Wellness and Medspa](#)

Leveraging the Visionary-Integrator relationship in your business is the basis for determining growth and scale opportunities. How do you know when you are hitting that sweet spot of sustainable growth? Bridging your business from startup to establishment requires a completely different skill set than what is required to thrive in each phase separately. Following the principles of Jim Collins, Gino Wickman, and Mark C. Winters, Sheree has successfully transitioned three startups. Knowing when to push, when to back off, and when to “let go of the raft” are key principles to a successful transition.



In this session attendees will learn:

- Mistakes are inevitable.
- Keep relationships top of mind.
- Let go of the raft.

About the Speaker:

Sheree Young, RN, MBA, is a client-focused leader with extensive experience in practice management, consultive sales, and start-up ventures. As a manager, she balances human and financial resources with providing excellent services, supply chain management, cost containment, and systems planning. As a registered nurse with over 20 years of healthcare experience, Sheree understands the challenges facing medical professionals as they seek to provide patient