



2018 Seminars at a Glance

	9:45-10:45	11:15-12:15	1:45-2:45	3:15-4:15
Advertising and Marketing Sponsored by ADM	Getting Online with Google: How to Get Found Online Austin Witherspoon, Google	Social and Content Success Amanda Bowlby, ADM	Getting Online with Google: How to Get Found Online Austin Witherspoon, Google	Internet of Things Jason Holmes, ADM
Leadership & Communication Sponsored by KLTV	Leading the Tribes: Powerful Insights to Keep Top Talent John Grubbs	Providing Critical Continuity (Succession Planning) Brian Brandt, Core Insights	Talk Like TED Ryan Akins, Dale Carnegie	
Health and Wellbeing Sponsored by Ken Martin Audiology	Increasing your Wellness Power to New Levels of Excellence Dr. Jerry Teplitz - Keynote Speaker	Workforce Engagement Challenges and Opportunities Jeanette Robert, Marketplace Chaplains	Increasing your Wellness Power to New Levels of Excellence Dr. Jerry Teplitz - Keynote Speaker	Mental Health Matters in the Workplace Jennifer Wood, CHRISTUS GSHS
CyberSecurity Sponsored by TSTC Marshall	Protecting Small Businesses from Cyber Intrusions Cesar Marrero, TSTC	Managing Cyber Risks		
Employment Law	Navigating Employment Law for Small Businesses Van Graham, LeTourneau Univ	Wage & Hour Violations Hannah Hembree, Cubeta+Clarke Law Firm	Harassment Complaint Process Hannah Hembree, Cubeta+Clarke Law Firm	
			Indicators of Substance Abuse Connie Hagen, DATCS	
Financial	Tax Reform - Impact on Small Businesses Henry & Peters, PC		Small Business Accounting & Taxation Henry & Peters, PC	

SEMINAR DESCRIPTIONS LISTED ON THE FOLLOWING PAGES

ADVERTISING & MARKETING SEMINARS



Thursday, May 3, Maude Cobb Convention Center

[Register Here](#)

9:45-10:45 a.m. and repeated from 1:45-2:45 p.m.

Getting Online with Google: How to Get Found Online

Austin Witherspoon, Google Growth Manager



Learn from a Corporate Google Team Member on how to get your business found online through Google Search and Maps. Austin Witherspoon will lead attendees through the basics of verifying business information, as well as how to connect with customers when they search Google. Other topics covered include:

- Getting found by local customers
- Touring *Google My Business*
- Exploring Digital Advertising



11:15 a.m.-12:15 p.m.

Social and Content Success

Amanda Bowlby, Lead Social Media Strategist, www.affectdigital.com

Join this unique Q&A Session where Ms. Bowlby will address techniques that work best for social marketing.



3:15-4:15 p.m.

Internet of Things

Jason Holmes, President and Co-Founder, www.affectdigital.com

Learn how the state of digital media is transforming how we interact with everything from our smart TVs to our smart phones. Gather key insights on up and coming digital trends that are vital to growing your business.

Advertising & Marketing Seminars Sponsored by: Advocate Digital Media

LEADERSHIP & COMMUNICATION SEMINARS



Thursday, May 3, Maude Cobb Convention Center

[Register Here](#)

9:45-10:45 a.m.

Leading the Tribes: Powerful Insights to Keep Top Talent

John Grubbs, www.johngrubbs.com

Learn the power of “tribal” leadership. Smart leaders are engaging and reinforcing our natural tendencies to be drawn into tribes. Tribes are sticky. Everyone has a role. There is a common purpose. Great team members actually show up and make a difference. People are motivated. Tribes create a sense of “us” versus “me” and the results are powerful.



11:15 a.m.-12:15 p.m.

Providing Critical Continuity (Succession Planning)

Brian Brandt, www.coreinsightsleadership.com



A planned approach to ensure leadership continuity is essential to organizational longevity. Succession planning acknowledges that key leaders will not be in their position indefinitely, so it’s important to develop a plan and process for identifying and fostering the next generation of leaders through mentoring, training, and experience while addressing potential future changes.

In this proactive course, participants will:

- Evaluate current roles and future relevancy
- Analyze the organization to identify potential leaders
- Evaluate and update job descriptions to establish a line of succession

1:45-4:15 p.m. (includes 30 minute break in the middle)

Talk Like TED

Ryan Akins, www.dalecarnegie.com/locations/dallas-ft-worth/en/

TED Talks have become a cultural phenomenon in American society. But what separates the talks with 1,000 views from the ones with 100,000+ views? An interesting title/topic has something to do with it, but the way the speaker DELIVERS the talk carries much greater weight. At this breakfast event, we will look at several practices that will make us more influential in our communication, whether we are in front of a TED audience, or across the table from a single person.

Participants will take away:

- Most engaging ways to open a speech
- How “congruent” communication makes us more trustworthy to an audience
- Presentation structure to inform an audience



Leadership & Communication Seminars Sponsor by: KLTv

HEALTH & WELLBEING SEMINARS



Thursday, May 3, Maude Cobb Convention Center

[Register Here](#)

9:45-10:45 a.m. and repeated from 1:45-2:45 p.m.

Increasing your Wellness Power to New Levels of Excellence

Dr. Jerry Teplitz, www.Teplitz.com

Have you ever had a negative, stressful day at work? How did you feel at the end of it? Tired, drained... Now, have you ever had a positive day? How did you feel at the end of it? Energized. Isn't there an increase in your productivity, effectiveness and wellness on that positive day? Dr. Teplitz will show you how to make every day that way through actual tools and techniques that will increase your energy level to new levels of wellness.



Learning Objectives:

- Learn about the existence of your personal energy system.
- Learn how you can energize yourself all day long.
- Experience the two-minute method to discharge a negative thought.

11:15 a.m.-12:15 p.m.

Workforce Engagement Challenges and Opportunities: The Soft and Hard Bottom Lines

Jeanette Robert, www.mchapusa.com



This session will provide for a quick but deep exploration of the following contributors to employee engagement, including:

- How do you define an employee being wholly present or the components of wellness for the whole being?
- What are the ways that you currently address workforce engagement?
- What are the constraints that keep your company from addressing workforce challenges to engagement?

ALSO REGISTER FOR THE



LUNCHEON!

3:15-4:15 p.m.

Mental Health Matters in the Workplace

Jennifer Wood, www.christushealth.org

Learning Objectives:

- Defining mental health
- Mental illness/health in the workplace, prevalence and impact on the individual and the organization
- Outlining the role and impact of work/working conditions on employees mental health and wellbeing
- Defining mental health promotion in the workplace and outlining its key characteristics



Health & Wellbeing Seminars Sponsored by: Ken Martin Audiology

CYBER SECURITY SEMINARS



Thursday, May 3, Maude Cobb Convention Center

[Register Here](#)

9:45-10:45 a.m.

Protecting Small Businesses from Cyber Intrusions

Cesar Marrero, Texas State Technical College-Marshall, Instructor



This breakout session will give tips how to educate your employees about identifying legitimate and fake email. It will also give tips how to better protect workstations using critical updates and anti-virus software.

11:15 a.m.-12:15 p.m.

Managing Cyber Risks and Collaborating with Law Enforcement Throughout a Cyber Event

Cesar Marrero, TSTC; Mike Bishop, Longview Chief of Police; John Andrews, Centris Chief Information Officer; Michael Dawson, U.S. Secret Service Special Agent

Managing risks in state and non-state threats to business and security. Includes examples from City of Longview, Forensic lab in LV; Small business to customer perspective (credit cards, identity packages, customer lists); Back-Up & Disaster recovery in natural and man-made disasters. Employer issues with employees' activities - surfing, content filtering, insecure email (wireshark).

What happens if your business is a target of cyber attack? Learn from the law enforcement experts from local to federal level on how these entities coordinate a response to attacks and what your company can do to prevent them.



Cyber Security Seminars Sponsored by: Texas State Technical College

EMPLOYMENT LAW SEMINARS

Thursday, May 3, Maude Cobb Convention Center

[Register Here](#)

9:45-10:45 a.m.

Navigating Employment Law for Small Businesses

Dr. Van Graham, LeTourneau University, Dean, School of Business



State and federal laws increasingly impact the employment relationships of business, and it is important for business leaders to stay informed on current issues. The seminar will highlight the trending employment law topics of concerns to business leaders, including:

- Employment at will and wrongful discharge
- Discrimination issues; Title VII, Civil Rights Act
- Gender discrimination and sexual harassment
- Disability discrimination and ADA

1:45-4:15 p.m. (includes 30 minute break in the middle)

Indicators of Substance Abuse

Connie Hagen, Drug & Alcohol Testing Compliance Services, President

This 2-hour course covers a comprehensive scope of topics. These include:

- Overview of the DOT'S revised Drug & Alcohol procedures
- Effects of Alcohol/Drug use
- Procedures and intervention guidelines for reasonable suspicion
- Circumstances under which an employee is tested
- Consequences of Violations

This course is DOT supervisor training certified.



11:15 a.m.-12:15 p.m.

Wage & Hour Violations

Hannah Hembree, Cubeta+Clarke Law Firm

This seminar will assess each of the overtime exemptions, discuss potential pitfalls, and provide a how-to for employers to make sure they are on (or can get on) the right track.

1:45-2:45 p.m.

Harassment Complaint Process

Hannah Hembree, Cubeta+Clarke Law Firm

#DoSomethingNow: Three things you should be doing right now about harassment in the workplace.

The #MeToo movement and continued revelations show no signs of slowing down. Yet, most companies have not attempted to address these issues due the frenetic pace of developments with sexual harassment claims or for fear of saying the wrong thing. During this presentation, Ms. Hembree will share with you the three things businesses (along with their legal teams) should be doing right now to proactively address sexual harassment claims, protect your employees (both genders!), and reinforce your company culture.

FINANCIAL SEMINARS

Thursday, May 3, Maude Cobb Convention Center

[Register Here](#)

9:45 a.m.-12:15 p.m. (includes 30 minute break in the middle)

Tax Reform - Impact on Small Businesses

Presented by a Henry & Peters, PC Representative



Seminar and discussion explaining the Tax Cuts and Jobs Act, a historic change in tax laws, and how it will impact individuals and businesses.

Key discussion topics to include:

- Key tax law changes you need to know
- Does my business qualify for the new deduction for pass-through income?
- Is my entity type still the best choice under the new tax law changes?
- New tax planning opportunities

1:45-4:15 p.m. (includes 30 minute break in the middle)

Small Business Accounting & Taxation

Presented by a Henry & Peters, PC Representative

Seminar and discussion regarding key issues for small businesses in the areas of accounting and taxation.

Key discussion topics to include:

- Internal control best practices and small office considerations
- Compliance and what you need to know – topics to include:
 - Federal, state, and payroll reporting obligations
 - Employee vs contract labor and why it is important
 - 1099 reporting
- Employee benefit considerations
 - Healthcare Reform – updates and changes under the Affordable Care Act (ACA)
 - Retirement plan options
 - Fringe benefits
- Round table discussion

