

Event Date: **Tuesday, January 31, 2012** Location: **Industry Hills Expo Center**

STRATEGIES FOR SUCCESSFULLY MANAGING YOUR HOLISTIC BUSINESS

Session 1 (9:30 – 10:25 am): What Structure Will Work Best for Me?

Panelists include JP Webster, Political Consultant, Going Places; Felix Davis, Small Business Accountant; Courtney Pepper - Nonprofit Sector Foundation. Panel provides explanation of sole proprietor, corporate, and non-profit structures, as well as advantages and disadvantages of each.

Session 2 (10:30 – 11:25 am): "3 Steps to Bookkeeping Success: From Confused to Confident." Investing in easy to use financial software such as Quick Books to track expenses and income. Presenter - Linda Russell

Session 3 (11:30 – 12:30 pm): "Top 5 Tips For Successful Print Advertising." Learn from a magazine publisher the successful tips for the best visibility in print media. Presenter – Todd Davis, Publisher, "Natural Awakenings"

Lunch Break - 12:30 – 1:00 pm

Session 4 (1:00 – 1:55 pm): "What's Your Dream?" This presentation will explore the notion that everyone has a dream for a better community and world. But with so many social ills, we often can get confused about where to put our time and energy in meaningful ways. During the session, participants will have the opportunity to explore what their dream is for a better world and how to invest their energy in things that ultimately make them more fulfilled in their work, home and life. Jean Grant, M.A., Leadership

Session 5 (2:00 – 2:55 pm): "Holistic Business-Building 101." Learn tips and techniques on time management, networking, collaborating, brainstorming, social media and more from Camille Leon, Founder and Executive Director of The Holistic Chamber of Commerce.

Session 6 (3:00 – 3:55 pm): "Strategic Wellness" Good health just doesn't happen – you make it happen. Presenter– Cheyenne English, Wellness & Lifestyle Consultant.