



Workshop I

Driving Growth in a Slowing Economy

Offense is the Best Defense

Join recognized Orlando business experts and distinguished guest speakers for a forum where best strategies and tactics for growing your business profitably are explored for 2019 and beyond

GUEST SPEAKER

A special guest speaker will address *The State of the Economy in Florida – Harvesting Opportunities*

CEO SPOTLIGHT

Warren Dietel shares his formula for driving growth



Puff n Stuff
EVENTS | CATERING

Optimizing Your Sales & Marketing (Interview Spotlight CEO before event and integrate things into below segments that CEO did/did not do with regards to sales and marketing strategy)



Eric Shulman, Sandler Training Institute – shares *Developing your Sales Strategy* and 13 1/2 things you're not doing now.



Tim Bach, Patterson Bach Communications – addresses *Defining/Refining & Managing Your Brand* - What is it? Who owns it? Why its Important? What happens if you do not develop?



Timmy Rupeiks, Valintry Services and **Bernie Piekarski, Piekarski Consulting** talk turkey on *Automate or Die* - Tools to stay on track, doing more with less and utilizing scorecards.

Intensive interactive CEO break-out session to determine lessons learned and what you can do now to improve upon to drive growth now

EVENT DETAILS

Thursday, February 14, 2019
Networking & Breakfast – 7:30am
Program – 8:00am to 12:05pm

LOCATION

VALENCIA COLLEGE – WEST CAMPUS
1800 S. Kirkman Road
Building 11, Room 115
Orlando, FL 32811

REGISTER ONLINE

[Driving Growth in Slowing Economy](#)

CONTACT US
407-579-5700



VALENCIA COLLEGE

Your Direct Connection
to CEO Education and
Future Talent

Your participation supports further inter-relationship between Florida Business Leaders and Valencia College in its mission to develop future leaders for Central Florida's small businesses.

