LOYOLA
UNIVERSITY MARYLAND

Center for Closely Held Firms

Program Lineup for 2013-2014 http://www.loyola.edu/chf

*Meetings are scheduled on the 1st Wednesday of the Month unless otherwise noted **

2013

Sept. 4th ***Human Capital ROI***

featuring guest speaker Mark Debinski, Founder& Chief Talent Officer, Bluewater Advisory

Center Director and Loyola alumnus Mark Debinski, MBA Fellows '95, managing member at Bluewater Advisory, will share how he has developed a selection and hiring process that increases employee retention and engagement, exponentially increases the odds of a successful hire, and earned Mark and his firm the honor of Selection Specialist of the Year nationally. Mark will share how you can implement similar objectivity into your own decision-making process and provide some take-back-to-the-office tools to do so.

Nov. 6th ***Break the Rules and Close More Sales***

featuring guest speaker Mathew Neuberger, President of Neuberger & Company, Inc.

All buyers have a system. If you are not aware of the system your buyers are using, then chances are you'll unknowingly default to using it. How would you know if you're using the buyer's system? They're hiding and no longer returning your calls. In this session we'll examine the buyer's system, why they use it and the preliminary actions you can take to satisfy the buyer's needs without defaulting to their system.

Dec. 4th ***Lean Startup Methodology***

featuring guest speaker Reid Curley, Principal of Ruxton Partners

Most startups fail, and even of those who manage to secure venture financing, 75% fail to create more value than the amount of capital that they consume. In this session we explore why this is the case and share specifically what can be done to improve the odds.

2014

Jan. 8th * ***What is Your new Year's SEO Resolution?***

featuring guest speaker Chris Mechanic, President of Web Mechanix

SEO, PPC, social media, analytics... Web marketing is complex. With so many buzz words flying around, it's easy to lose focus & waste time. In this fast-paced, interactive session you will learn:

- ✓ *3 silly SEO mistakes almost all companies make*

- ✓ *The single most important element in web marketing & why most companies drop the ball on it*
- ✓ *How to tell if your marketing team knows what they're talking about*
- ✓ *How to cut through the crap & focus like a laser on what matters*
- ✓ *13 no-brainer tactics that are simple to do & drive fast results*

**2nd Wednesday in January due to New Year's Holiday*

Feb. 5th Cancelled due to weather

Mar. 5th ***LinkedIn Strategy***
featuring guest speaker Colleen McKenna, Principal of Intero Advisory

It's Not Social, It's Business
LinkedIn drives 64% of all visits to corporate websites from social media sites and this is steadily increasing. LinkedIn builds your professional brand, increases your visibility, connects the dots and provides new opportunities – people, talent, business – join us and learn how.

We will take a look at how to build a 5-part strategy, the elements of a strong Profile, the benefits of a highly-engaged network and the top tips for building new opportunities. This session combines strategy and actionable tactics to move toward greater success on LinkedIn.

April 2nd ***Balancing your Insurance needs in an ever changing exposure environment.***
featuring guest speaker and insurance expert Wayne Coffey, President and CEO of Coffey & Company, Inc. Actual claim scenarios and transfer of risk management techniques will be discussed.

May 7th ***Virtues-based Leadership***
featuring guest speaker John Davis, President of High Gear Training Systems

How does a business leader in today's world balance the pressures and diversity in business with their virtues and principles? John Davis, founder and President of High Gear Training systems will share virtues-based leadership principles that you can put into practice at your own firms.

June 4th

Cybersecurity for Your Business

Featuring guest speakers Keith Moulsdale and Howard Feldman of Whiteford,Taylor & Preston, LLP

In our increasingly data-rich world, even small and mid-sized businesses are targets and at risk for cyber security and other data security incidents which threaten serious adverse business and legal consequences. Please join Loyola University Maryland's Sellinger School of Business for the Center's June program on Cybersecurity for Your Business. Keith Moulsdale and Howard Feldman of Whiteford, Taylor & Preston, LLP will show how information you collect and maintain in the course of everyday business may be a target for hackers around the world and what you can do to defend yourself from this threat.

This interactive presentation will explore the complex forensic, financial, and legal challenges that companies face. Hear real-world cyber-security examples, including a hacking incident involving the notorious hacking group "Anonymous." Discuss what steps you can do to protect your business and your clients from these threats before they occur and how to mitigate consequences of a data breach.

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