Social media is a topic that is on many business owners’ lips. However, the challenges of developing and executing a social media effort that makes a difference for a business are great. It can seem almost as hard as launching a satellite. The truth is that social media should not be a literal or figurative satellite. It should not live in its own orbit disconnected from everything back here on earth. Instead, it should be a coordinating media, meaning it should support all a company’s marketing, business development, recruiting and strategic efforts. When thought about this way, social media becomes more of a strategic priority and less of a big project hard to get off the ground.

The presentation will cover:

- Facts about people that use the many social media platforms today
- Common concerns and fears about social media
- Ways social media can and should interact with your other marketing efforts
- Ways social media can support your recruiting efforts
- Ways social media can support other business development efforts
- How to get started working social media into your marketing mix

Presented by **Cassandra Bailey**
CEO of Slice Communications, an award winning firm for innovation

*AMC – Alvernia Main Campus*
“THE ONE PAGE STRATEGIC PLAN”
JANUARY 7, 2016
8:00 AM - 11:00 AM
Co-Sponsored with the Greater Reading Chamber of Commerce AMC

Driving growth and profitability involves engaging everyone in the organization—from senior executives to frontline employees. The one page strategic plan developed by Verne Harnish has helped simplify strategic planning, make it a dynamic document, and allow for clear understanding and accountability to be achieved in an organization. Learn how to use this powerful tool to help your organization move in sync and create profitable growth.

Presented by Don Schalk
Director of Business & Corporate Development
and Adjunct Professor in the Graduate School at Alvernia University

“CYBER SECURITY-UNDERSTANDING THE BUSINESS RISK”
FEBRUARY 17, 2016
7:30 AM - 9:30 AM
Student Center Private Dining Room AMC

The market is rapidly growing for insurance that is specifically meant to cover losses arising out of cyber-attacks and other privacy and data security breaches. These insurance policies are marketed under names like “cyber-liability insurance”, “privacy breach insurance” and “network security insurance”. Many companies and other institutions that handle legally protected information now view this kind of insurance as an essential part of their coverage programs. There is no standardization of cyber insurance policies. The terms and exclusions can vary dramatically from one insurer to the next. Broadly speaking, however, cyber insurance policies can provide coverage for third-party liability, first-party losses or both. We will spend time reviewing the type of policies and what is typically included and excluded in some or all types of cyber coverage.

Presented by Jeffery Stevenson
CIC, CRM

*AMC – Alvernia Main Campus
“MOVING THE DIAL ON CULTURE AND EMPLOYEE ENGAGEMENT”
MARCH 23, 2016
7:30 AM-9:30 AM
Student Center Private Dining Room AMC

No matter how automated a business becomes, the biggest component of success still depends on people. And while most companies name “people” as their number one asset, few have a clear strategy around culture and employee engagement—key ingredients to the “people” equation. In this program we will examine organizational culture and how to define yours in a way that makes sense to your customers and employees. From there we will look at employee engagement to identify steps you can take to move the dial and deliver improved results.

Presented by Joni Naugle,
CEO of Naugle Associates, LLC.

“EMPLOYEE BENEFITS AND RECRUITMENT AND RETENTION STRATEGIES “
MAY 18, 2016
7:30 AM-9:30 AM
Student Center Private Dining Room AMC

How do you find and keep good employees? Center sponsors join other HR professionals in this session focused on employee benefits, recruitment and retention of employees and other current HR issues.

Presented by Laurel Cline
Mosteller & Associates

*AMC – Alvernia Main Campus