



GREAT LAKES BAY REGIONAL EXPO

SVSU Ryder Center
Tuesday, May 4, 2010
1:00 – 5:30 P.M.

BUSINESS SEMINARS & STAGE PROGRAMS

Seminars Presented by:

MASUD LABOR LAW GROUP
Labor & Employment Attorneys

GREAT LAKES BAY MICHIGAN WORKS!

Along with their presenter:
 Kaleidoscope Learning Circle and
 their four-legged facilitators

**THE BAY CITY TIMES,
 THE SAGINAW NEWS and
 MLIVE.COM**

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 The Midland Area Chamber of Commerce &
 The Saginaw County Chamber of Commerce
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www.greatlakesbayexpo.com

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Get Fit!

1:30 p.m. Seasons of Change - Eat to Live

Presented by: Covenant HealthCare

Presenter: Marcy Abner, RD

Be inspired and meet Billie Cradit, an inductee into the nationally recognized *Joy Fit Club*, who lost over 100# by incorporating healthy ideas at work and at home. Changing one bad habit can add up to make a big difference in your health. We'll give you some ideas and motivation to get you started.

3:15 p.m. Workday Warm-Up

Presented by: MidMichigan Health

Judy Powers, Corp. Wellness Specialist, Personal Fitness & Wellness Coach

Warming up before activity and stretching after sitting for long periods may safeguard our health by reducing the risk of injury. This warm-up is designed to get our bodies ready to move and help alleviate stress. This 8-minute series of gentle movements and postures is based on the basics of Tai Chi and Yoga. A seated routine, the Workday Warm UP is intended for all fitness levels and can be done almost anywhere.

Cooking with Chef Craig Fiebke Fusion 1 Café, Bay City

2:30 p.m. Preparing Cool Summer Foods

by utilizing fresh herbs at the peak of their flavor

3:30 p.m. Quick Delicious Dinners

Prepare trendy dinners without the stress and spending a lot of time in the kitchen.

4:45 p.m. The Art of Sushi

Learn the basics of sushi preparation

Fashion Shows

2:00 p.m. and 4:00 p.m.

*Featuring Chamber members
 wearing the latest fashions from member stores:*

Calla Lilies

Emilie B's

Laura Lynn's Boutique

Little Forks Outfitters

Meijer Inc.

Pride & Country Village

Runner's Performance

Sam's Club

Urban Laundry

Walmart

Hair Jams! With A Spencer Gellise Salon

3:00 and 4:30 p.m.

Zumba® With the YMCA

5:10 p.m. Presented by Cindy, Saginaw YMCA

Ditch the workout – join the party!!! Zumba® fuses Latin rhythms and easy-to-follow moves to create a one-of-a-kind fitness program that will blow you away.

You'll want to work out, love to work out and get hooked. Achieve long-term benefits and have a blast!

Seminars presented by:

MASUD LABOR LAW GROUP

Labor & Employment Attorneys
4449 Fashion Square Blvd. - Suite 1
Saginaw, MI 48603
Phone: (989) 792-4499

LABOR & EMPLOYMENT LEGISLATION AND CASE UPDATE

Time: 1:30 p.m. – 2:15 p.m.
Presenter: David John Masud

David Masud will present an update on the past year's significant case law and legislative developments. Learn how state and federal courts and administrative agencies interpreted the labor and employment laws affecting your workplace. Dave will present, in very practical terms, the significant developments and how they impact your workplace.

MANAGING THE PROBLEM EMPLOYEE

Time: 2:30 p.m. – 3:15 p.m.
Presenter: Kraig M. Schutter

"I need to fire a problem employee, but my lawyer won't let me do it. I thought my employees were at-will, so what's the problem here?" So goes the typical lament of a manager seeking to remove obstacles to productivity in the workplace. But this doesn't have to be the case. Managing the problem employee when the problems first appear is one of the keys to good human resource management. Kraig Schutter will give managers attending his seminar the insights they need to turn their problem employees into productive workers and the best practices they should use to make employment termination decisions as legally defensible as possible.

TEN TOP TIPS FOR SUCCESSFULLY PROTESTING UNEMPLOYMENT CLAIMS

Time: 3:30 p.m. – 4:15 p.m.
Presenter: Elizabeth L. Peters

Successful employer protests of unemployment claims start well before a claimant ever files a claim. So what does it take for an employer to win? Attend this session to learn Elizabeth Peters' sure fire ten top tips to beat bad claims and chop your UIA tax liability in half.

Seminars presented by:

GREAT LAKES BAY MICHIGAN WORKS!

1600 N. Michigan Ave., #400
Saginaw, MI 48602
1-800-285-9675

WHY CUSTOMER SERVICE IS ESSENTIAL TO YOUR BUSINESS

Time: 2:30 p.m. - 3:30 p.m.
Presenter: Dennis Beson

In a time where competition is at an all time high, finding the difference between your business and the competition might boil down to one element: Customer Service. The Essentials to good customer service start with a basic formula of "No Customers = No Company = No Job". Putting the proper value on the customer and understanding that the customer is really the person responsible for paying every employee's and supervisor's salary is a key step.

Good customer service is a decision to treat the person coming into your business with respect, a positive attitude, and attention to detail. Giving the customer your undivided attention and showing them they are special and important to you and your company is essential to growing your business.

In this seminar we will break down basic elements and techniques that have made customer service a way of life for your presenter, Dennis Beson.

Great Lakes Bay Michigan Works! is proud to sponsor Kaleidoscope Learning Circle's programs:

Presenter: Tracy Weber, Ph.D., Kaleidoscope Learning Circle and her four-legged facilitators; an equine (horse)-assisted learning company Phone: (989) 652-9112

HORSE REACTIONS SPEAK LOUDER THAN WORDS: Practicing Non-verbal Communication to Enhance Your Customer Service Skills

*Time: 1:30 - 2:15 p.m. Outside the Main Entrance**

An important component of effective Customer Service is an awareness and understanding of non-verbal communication. Think you know what your non-verbals are saying? Are you sure? If you're not getting the results you seek, it may be because you are non-verbally saying one thing even though you are trying to be verbally convincing with another. People (and horses) can tell the difference when what you are saying verbally does not match what your body language, actions, and energy are communicating. Horses bring a special talent to this work because they are not filtering the information, like people do, for what they want to hear. We'll share with you a unique and interactive process of practicing your nonverbal communication skills.

DEVELOPING & CO-CREATING EFFECTIVE CUSTOMER RELATIONS

*Time: 3:30 - 4:15 p.m. Outside the Main Entrance**

You say you love your customers and they love you...but is keeping the relationship healthy and continuing to evolve to meet both of your needs a challenge? Research supports that creating and nurturing mutually beneficial relationships built on integrity and authenticity lead both parties to greater success. We invite you to participate in an equine-assisted learning experience designed to explore and identify key markers in building effective relationships. Often people understand the concepts of trust, effective listening, and shared vision. Kaleidoscope creates a space where you can move from understanding to reflective practice. Join our two and four-legged facilitators to safely learn more about your choices in creating effective relationships and increasing your own self-awareness.

*In case of rain - Seminars will be held in a 2nd Floor Classroom

Seminar presented by:

THE BAY CITY TIMES, THE SAGINAW NEWS & MLIVE.COM

Interactive Media Team
Phone: (989) 894-9662

HOW WE CAN HELP CUSTOMERS FIND YOU ON GOOGLE, YAHOO AND BING

Time: 1:30 - 2 p.m.
Presented by: Michele Zurvalec
Interactive Media Team Leader

Do you understand the power of Search Engine Marketing? Will your customers find your business? Join us for an informative conversation on how **Search Engine Marketing** can bring customers to you. What can we do for you?

- Get you on the first page of search results on the top 3 search engines
- You only pay for the clicks you receive
- You determine the monthly budget
- Turnkey Search Solution
 - We set up Your SEM campaigns
 - We select and manage your keywords and bid rates
 - We proactively optimize your campaigns for conversions
 - We track all post-click activity as a result of your paid search campaigns
 - We report it all back to you so You can determine your real ROI
- Paid Search is just part of what MLive.com can offer you
- You get our commitment to your success and the local customer service you've come to expect from us!

Join us and enter to win a special gift!