

The Florida Small Business Forum 2015
Tuesday, March 24
Pre-Conference Workshops – Coquina Room (2nd Floor)

1:00 - 3:00 PM

Pre-Conference Workshop: HR Essentials

In the HR Essentials Workshop we'll cover the basic information your business needs to stay in compliance with laws and regulations when it comes to hiring, training, and firing your employees. Learn where your company stands in regards to FMLA, ADA, USERRA, and many other regulatory entities. Learn what notes to take, what forms to keep, and how to protect your employee records.

- Structure of the HR Function
- Employment Law & Regulations
- Business Acumen
- Workforce Management

Workshop Facilitator:

- SUZI LEMEN, Dynamic Corporate Solutions



3:00 - 3:15 PM

Networking Break

3:15 - 5:15 PM

Pre-Conference Workshop: Developing a Strong Business Plan

A strong and detailed business plan outlining your projections for the next 3 - 5 years is essential when exploring investment and financing options. This workshop is designed to outline the steps necessary to develop your business roadmap. This interactive session will give you the tools to help make your business plan stand out.

- Executive Summary
- Market Analysis
- Financial Projections
- Avoiding Legal Pitfalls
- Preparing for Funding Requests
- Sales & Marketing Plans
- Writing an Effective Business Summary
- An Investor's Perspective

Workshop Facilitator:

- ALI WALTER, Ali Ann & Co.



Workshop Faculty:

- JOE RUSSO, Donnelly & Russo
- CARL TRELEAVEN, Westlake Ventures, New World Angels
- LATANYA WHITE - Open Book Innovation Institute for Minorities