

**Thursday, October 26**  
*11 a.m. - 6:30 p.m.*  
NMU University Center



**\$35** for partners  
**\$50** for non-LSCP partners  
**Includes Lunch**

The B2B Expo will include educational workshops targeted toward businesses and their staff, an expo for businesses to get to know each other and a Business After Hours. You and your team won't want to miss this opportunity to learn about engaging topics, network and showcase your business!

**10:30 a.m.** - Expo booth set-up room open (*Great Lakes Room, NMU University Center*)

**11:00 a.m.** - Workshop registration open (*Peter White Lounge, NMU University Center*)

**11:30 a.m.** - Scott Patchin - The trU Group  
Strategic Planning: Using EOS as a powerful tool for HEALTHY growth

**12:30 p.m.** - Lunch

**1:15 p.m.** - John Redwine - Michigan Economic Development Corporation Talent Team  
Pure Michigan Talent Connect, finding and connecting with qualified talent

**2:00 p.m.** - Breakout Session I (choose one)

- Courageous Leadership**  
Kathy Grinsteiner, Blue Cross Blue Shield of Michigan
- Benefits of Hiring People Living with a Disability**  
Prosperity Coalition Members
- Corporate Philanthropy**  
Chad Mager, Grow and Lead: Community and Youth Development

**2:50 p.m.** - Break

**3:00 p.m.** - Breakout Session II (choose one)

- Why a Roth IRA, Why Now?**  
Scott Knaffla, Barton, Knaffla & Associates
- The "Why's and How's" of Engaging and Empowering Employees**  
Dave Bonsall & Rachel Harris, Simply Superior Consulting
- The Anatomy of a Start-Up**  
Dave Aro, Superior Rehabilitation and Professional Services

**4:30 - 6:30 p.m.** - Expo / Business After Hours

**Visit [www.marquette.org](http://www.marquette.org) to register and find out more.**



Nonprofit corporations and independent licensees  
of the Blue Cross and Blue Shield Association