2015

Small Business Conference

NOV. 4-6, 2015 • NEW ORLEANS, LA.

Small Business Connection

Small Business Conference Edition!

✓ Education & Events: Should I attend?

✓ Registration: Maximum discounts to early registrants & SAME members.

✓ Small Business Awards: SAME wants to recognize you!

✓ Helpful Articles: Tricks of the trade.
Clarence McAllister, PE, RCDD
Small Business Council Chair 2015 - 2017

It is my privilege to serve as your Small Business Council Chair for the next two years. I will use my 15 years as a small business owner to represent the small business community by meeting the goals discussed below. I am passionate about guiding entrepreneurs and small business owners through the maze of available small business programs (i.e. 8a, HUBZone, SDVOSB, WOSB). I welcome your involvement in the Small Business Council so that we can improve business opportunities for the small business community through networking, outreach, training and recognition.

I hope to successfully advocate goals developed by our Executive Director Brig. Gen. Joseph “Joe” Schroedel, P.E., F.SAME, USA (Ret.) and our current President Jane C. Penny, P.E., F.SAME, AECOM. Over the next two years, my intent as Chairperson is to follow in the example set by my predecessors and continue to achieve the following goals:

• Support and the plan the National Small Business Conference by soliciting speakers from the small business community to provide valuable educational seminars. This year’s conference will be held in New Orleans, LA from November 4-6, 2015

• Recognize those that support the Small Business community through awards

• Publicize and enhance Post Small Business events through the use of the Post Small Business Liaison Officers (PSBLO)

• Continue to provide opportunities for relevant education and training through the use of webinars, industry days, and conferences

• Continue to connect SAME’s small business community with the government and large businesses

• Continue to update the small business community with regulations as they continue to change via webinars, newsletters and social media

I look forward to meeting you at the upcoming conference and other small business events. If you have any ideas or suggestions, or are interested in supporting the Small Business Council, please do not hesitate to contact me.

My deepest thanks to all of the council volunteers that work passionately and diligently to make the Small Business Council a success!

Sincerely,
Clarence McAllister, PE, RCDD
Chief Executive Officer
Fortis Networks, Inc.
cmcallister@fortisnetworks.com
The 2015 SBC will kick-start its Education Sessions on Wednesday, November 4, with an Opening Plenary Session featuring Keynote Speaker:

David Nour, Global Business Advisor

A recognized strategist and thought leader on the topic of business relationships, David’s high-energy keynote address will get attendees thinking about “relationship economics,” “adaptive innovation” and “return on impact.”

Following the luncheon—and throughout the three-day event—numerous concurrent Education Sessions will be held covering topics of interest to all businesses—large and small—looking to succeed in today’s marketplace.

The Plenary Session on Thursday will expand upon the contributions small businesses make to Response and Recovery. Leaders from the Army, Navy and Air Force will take part in a moderated panel to discuss where the relationship between government agencies and small businesses is headed in the future.

On Friday, the Keynote Luncheon and Awards Ceremony will feature Lt. Gen. Russell Honoré, USA (Ret.), Commander, Joint Task Force Katrina. With an emphasis on the importance of innovation, risk assessment and social entrepreneurship, Gen. Honoré will provide valuable insight and strategies to solve a broad array of issues—from jobs and energy to healthcare and technology. This session will set the tone for the robust program that will serve as the foundation for the three-day event.

Keynote Speaker, Lt. Gen. Russell Honoré, USA (Ret.)

In the 10 years since Hurricane Katrina, much has changed. Drawing from lessons learned as Commander of the Joint Task Force Katrina—and his more than 37 years of military experience—Gen. Honoré will bring his bold, no-nonsense leadership approach to help SBC attendees better identify and prepare for the challenges of the future. He also will reveal leadership tactics that optimize efficiency and effectiveness of operations and outline the importance of developing the next generation of problem-solvers.

Networking

Individuals looking to form teaming agreements and partnerships will find the Matched Networking Sessions profoundly helpful. These sessions focus on matching specific large business and government agency needs with the small businesses that can fulfill them. This format should allow both parties an opportunity to discuss real business opportunities and lay the foundation to develop new client-consultant relationships for small businesses.

Education Sessions

Finally, those looking for in-depth education on specific topics, can register for any one of the value-added Continuing Education Courses being held Tuesday, November 3. (Separate registration required.)
## 2015 Small Business Conference Agenda

**Preliminary Agenda, Subject to Change: As of September 2, 2015**

### Tuesday, November 3

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 a.m.—5:00 p.m.</td>
<td>Continuing Education Programs (Additional Registration Required)</td>
</tr>
<tr>
<td>9:00 a.m.—5:00 p.m.</td>
<td>Conference Registration</td>
</tr>
<tr>
<td>9:00 a.m.—5:00 p.m.</td>
<td>Exhibitor Set-up</td>
</tr>
<tr>
<td>1:00 p.m.—5:00 p.m.</td>
<td>Technical Tour: Hurricane and Storm Damage Risk Reduction System Levee and Floodwall Projects (additional registration required)</td>
</tr>
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</table>

### Wednesday, November 4

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>8:00 a.m.—8:00 p.m.</td>
<td>Conference Registration</td>
</tr>
<tr>
<td>8:00 a.m.—11:00 a.m.</td>
<td>Exhibitor Setup</td>
</tr>
<tr>
<td>8:30 a.m.—9:30 a.m.</td>
<td>Exhibitor Town Hall Meeting</td>
</tr>
<tr>
<td>9:00 a.m.—10:30 a.m.</td>
<td>Small Business Council Meeting (by invitation)</td>
</tr>
<tr>
<td>11:00 a.m.—12:30 p.m.</td>
<td><strong>Opening Plenary Session and Luncheon</strong> (RSVP Required)</td>
</tr>
<tr>
<td></td>
<td><strong>Opening remarks:</strong> Brig. Gen. Joseph “Joe” Schroedel, P.E., F.SAME, USA (Ret.), SAME Executive Director</td>
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<tr>
<td></td>
<td><strong>Keynote:</strong> David Nour, The Nour Group</td>
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<tr>
<td></td>
<td>Global business advisor and strategist David Nour will introduce you to his concept of Relationship Economics, where you will learn the practical and pragmatic tools to more effectively convert business contacts into lasting and valuable business relationships.</td>
</tr>
<tr>
<td>1:00 p.m.—2:00 p.m.</td>
<td>How Can I Benefit from the SB Conference?</td>
</tr>
<tr>
<td></td>
<td>Wage Law Bootcamp</td>
</tr>
<tr>
<td></td>
<td>SBA Mentor Protégé Program and JV Strategies</td>
</tr>
<tr>
<td></td>
<td>How to Choose the Right Delivery System for your Construction Project: (CMAA)</td>
</tr>
<tr>
<td>2:15 p.m.—3:15 p.m.</td>
<td>Federal Contracting 101</td>
</tr>
<tr>
<td></td>
<td>Teaming Strategies</td>
</tr>
<tr>
<td></td>
<td>WOSB Program, Working it to your advantage</td>
</tr>
<tr>
<td></td>
<td>Construction Contract Risk Management for Public Contracts (CMAA)</td>
</tr>
<tr>
<td>3:15 p.m.—3:45 p.m.</td>
<td>Beverage Break</td>
</tr>
<tr>
<td>3:45 p.m.—4:45 p.m.</td>
<td>Maximizing Return on Investment in Business Development</td>
</tr>
<tr>
<td></td>
<td>Federal Procurement Data Systems Tutorial</td>
</tr>
<tr>
<td></td>
<td>New Mentor–Protégé Legislation and Policy changes</td>
</tr>
<tr>
<td></td>
<td>How to Do Business with the VA</td>
</tr>
<tr>
<td>5:00 p.m.—6:00 p.m.</td>
<td>SBA Mega Session</td>
</tr>
<tr>
<td></td>
<td><strong>Speaker:</strong> Mr. A. John Shoraka, Associate Administrator of Gvt Contracting and Business Development, U.S. Small Business Administration (invited)</td>
</tr>
<tr>
<td>6:00 p.m.—8:00 p.m.</td>
<td><em>Ice Breaker Reception in Exhibit Hall</em></td>
</tr>
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</table>
### Thursday, November 5

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m.—6:30 p.m.</td>
<td>Conference Registration</td>
</tr>
<tr>
<td>7:30 a.m.—8:00 a.m.</td>
<td>Continental Breakfast</td>
</tr>
<tr>
<td>8:00 a.m.—9:45 a.m.</td>
<td><strong>Plenary Session</strong>&lt;br&gt;This moderated panel with engineering service chiefs/agency small business directors will truly explore the Power of Small Business and Government Agency Collaboration within each agency.&lt;br&gt;<em>Moderator:</em> David Nour, The Nour Group&lt;br&gt;<em>Invited Panelists:</em>&lt;br&gt;• Lt. Gen. Thomas Bostick, P.E., USA, USACE Chief of Engineers&lt;br&gt;• Maj. Gen. Timothy Green, P.E., USAF, USAF Director of Civil Engineers&lt;br&gt;• Rear Adml. Bret Muilenburg, P.E., USN, USN Chief of Civil Engineers&lt;br&gt;• Ms. Stella S. Fiotes, AIA, Dept. of VA, Executive Director, Office of Construction &amp; Facilities Management</td>
</tr>
<tr>
<td>9:45 a.m.—10:30 a.m.</td>
<td>Networking Break in Exhibit Hall</td>
</tr>
<tr>
<td>10:30 a.m.—11:30 a.m.</td>
<td>USACE NAD + SAD Briefings</td>
</tr>
<tr>
<td>11:30 a.m.—1:00 p.m.</td>
<td>Networking Luncheon in Exhibit Hall</td>
</tr>
<tr>
<td>11:30 a.m.—1:00 p.m.</td>
<td>Academy of Fellows Luncheon (for SAME Fellows only)</td>
</tr>
<tr>
<td>1:00 p.m.—2:00 p.m.</td>
<td>Networking Luncheon in Exhibit Hall</td>
</tr>
<tr>
<td>2:30 p.m.—3:30 p.m.</td>
<td>USACE POD + SPD Briefings</td>
</tr>
<tr>
<td>4:00 p.m.—5:00 p.m.</td>
<td>USACE NWD + SWD Briefings</td>
</tr>
<tr>
<td>5:00 p.m.—6:30 p.m.</td>
<td>Reception in Exhibit Hall</td>
</tr>
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</table>

### Friday, November 6

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 a.m.—12:30 p.m.</td>
<td>Conference Registration</td>
</tr>
<tr>
<td>8:00 a.m.—12:00 p.m.</td>
<td>Exhibit Break-Down</td>
</tr>
<tr>
<td>8:00 a.m.—8:30 a.m.</td>
<td>Continental Breakfast</td>
</tr>
<tr>
<td>8:30 a.m.—9:30 a.m.</td>
<td>ARMY Small Business Mega Session</td>
</tr>
<tr>
<td>10:00 a.m.—11:00 a.m.</td>
<td>NAVFAC Small Business Mega Session</td>
</tr>
<tr>
<td>11:30 a.m.—12:30 p.m.</td>
<td>AFCEC Small Business Mega Session</td>
</tr>
<tr>
<td>12:45 p.m.—2:30 p.m.</td>
<td><strong>Closing Keynote Luncheon</strong>&lt;br&gt;(RSVP Required)&lt;br&gt;Katrina 10 Years Later - Celebrating the Success of Small Business and Government Collaboration to Response &amp; Recovery&lt;br&gt;<em>Keynote:</em> Lt. Gen. Russell Honoré, USA (Ret.), former Commander, Joint Task Force Katrina&lt;br&gt;<em>Presentation of the SAME Small Business Awards</em></td>
</tr>
</tbody>
</table>
# Registration Fees

## Full Conference

<table>
<thead>
<tr>
<th></th>
<th>Early Bird Registration: Through September 11</th>
<th>Regular Registration: September 12-October 16</th>
<th>Late Registration: October 17-Onsite</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Member</td>
<td>Non-Member</td>
<td>Member</td>
</tr>
<tr>
<td>Industry – Large Business</td>
<td>$525</td>
<td>$700</td>
<td>$625</td>
</tr>
<tr>
<td>Industry – Small Business</td>
<td>$400</td>
<td>$550</td>
<td>$500</td>
</tr>
<tr>
<td>Non-Profit, Academia, Fully Retired</td>
<td>$400</td>
<td>N/A</td>
<td>$500</td>
</tr>
<tr>
<td>Industry – Speaker</td>
<td>$325</td>
<td>$325</td>
<td>$325</td>
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<tr>
<td>Uniformed Service/Govt</td>
<td>$78</td>
<td>$78</td>
<td>$78</td>
</tr>
</tbody>
</table>

## Full Conference + SAME Individual Membership

<table>
<thead>
<tr>
<th></th>
<th>Early Bird Registration: Through September 11</th>
<th>Regular Registration: September 12-October 16</th>
<th>Late Registration: October 17-Onsite</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Member</td>
<td>Non-Member</td>
<td>Member</td>
</tr>
<tr>
<td>Industry – Large Business</td>
<td>$625</td>
<td>N/A</td>
<td>$725</td>
</tr>
<tr>
<td>Industry – Small Business</td>
<td>$500</td>
<td>N/A</td>
<td>$600</td>
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</tbody>
</table>

## Upgrade to Full Conference

<table>
<thead>
<tr>
<th></th>
<th>Early Bird Registration: Through September 11</th>
<th>Regular Registration: September 12-October 16</th>
<th>Late Registration: October 17-Onsite</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Member</td>
<td>Non-Member</td>
<td>Member</td>
</tr>
<tr>
<td>Large Business</td>
<td>$250</td>
<td>$425</td>
<td>$250</td>
</tr>
<tr>
<td>Small Business</td>
<td>$125</td>
<td>$275</td>
<td>$125</td>
</tr>
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</table>

## Specialty Passes

### One Day Passes

<table>
<thead>
<tr>
<th></th>
<th>Early Bird Registration: Through September 11</th>
<th>Regular Registration: September 12-October 16</th>
<th>Late Registration: October 17-Onsite</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Member</td>
<td>Non-Member</td>
<td>Member</td>
</tr>
<tr>
<td>Wednesday – Large Business</td>
<td>$285</td>
<td>$350</td>
<td>$285</td>
</tr>
<tr>
<td>Wednesday – Small Business</td>
<td>$225</td>
<td>$275</td>
<td>$225</td>
</tr>
<tr>
<td>Wednesday – Non-Profit, Academia, Fully Retired</td>
<td>$225</td>
<td>N/A</td>
<td>$225</td>
</tr>
<tr>
<td>Thursday – Large Business</td>
<td>$285</td>
<td>$350</td>
<td>$285</td>
</tr>
<tr>
<td>Thursday – Small Business</td>
<td>$225</td>
<td>$300</td>
<td>$225</td>
</tr>
<tr>
<td>Thursday – Non-Profit, Academia, Fully Retired</td>
<td>$225</td>
<td>N/A</td>
<td>$225</td>
</tr>
<tr>
<td>Friday – Large Business</td>
<td>$225</td>
<td>$275</td>
<td>$225</td>
</tr>
<tr>
<td>Friday – Small Business</td>
<td>$175</td>
<td>$225</td>
<td>$175</td>
</tr>
<tr>
<td>Friday – Non-Profit, Academia, Fully Retired</td>
<td>$175</td>
<td>N/A</td>
<td>$175</td>
</tr>
<tr>
<td>Uniformed Service/Govt</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Speaker/Moderator (one-day; day of session)</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
</tbody>
</table>

### Complimentary Exhibit Hall Only Passes are provided to Exhibitors (2 passes per 10X10 booth)

<table>
<thead>
<tr>
<th>Add’l Exhibit Hall Only (For Exhibiting Companies Only)</th>
<th>Early Bird Registration: Through September 11</th>
<th>Regular Registration: September 12-October 16</th>
<th>Late Registration: October 17-Onsite</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Member</td>
<td>Non-Member</td>
<td>Member</td>
</tr>
<tr>
<td></td>
<td>$275</td>
<td>$275</td>
<td>$375</td>
</tr>
</tbody>
</table>
Nominations for the Small Business Awards are being accepted through September 14, 2015.

All Small Business Awards nominations must be submitted to SAME HQ using our online nomination process. Awards will be presented at the SAME Small Business Conference.

http://www.same.org/index.php/small-business-awards-nomination-form

Eligibility Criteria

- The Small Business and Large Business Awards can be self-nominated and must be a SAME Sustaining Member Company in good standing prior to Jan. 1, 2013, to be eligible for these awards.
- The Large Business Award can be self-nominated and must be a SAME Sustaining Member Company in good standing prior to 1 January 2013, to be eligible for these awards.
- The Industry Small Business Advocate Award can be self-nominated. The nominee must be a SAME Member in good standing and have been an SAME member prior to Jan. 1, 2013. The nomination must be accompanied by endorsements from two or more SAME small business owners.
- Firms that have won an award within the past three years (2012-2014) are not eligible to apply in the same category.

Award Criteria

Small Business Award Criteria (One Award)

The nominee should meet all of the following criteria for work completed for the U.S. Army, U.S. Navy or U.S. Air Force within the last five years from nomination due date (September 14, 2015) in an outstanding manner as evidenced by:

- Letters of commendations, awards, previous project evaluations, etc. to show past performance from client or prime contractor.
- Company's track record for working with other Small Businesses in the Industry
- Company's track record for the professional development of its employees through participation in SAME education and training activities; and
- Company participation in one or more small business conferences (e.g., 2014 SAME Small Business Conference, Veteran-Owned Small Business Conference, an SAME Post-sponsored small business conference, etc.).

Large Business Award Criteria (One Award)

The nominee should meet all of the following criteria for work completed for the U.S. Army, U.S. Navy or U.S. Air Force within the last five years from nomination due date (September 14, 2015) in an outstanding manner as evidenced by:

- Small business subcontracting performance as evidenced by Summary Subcontracting Reports (SSR’s) within the past three years;
- Description of the efforts to support small business programs and the result of such efforts (Number of small businesses subcontracted to and subcontracting dollars to small businesses)
- Letters of recognition or awards from DOD agencies or the Small Business Administration (SBA) for outstanding small business utilization and/or SBA subcontracting program review ratings;
- Company’s demonstrated support for the internal training of the nominee’s program/project managers on how to involve and support small business initiatives; and
- Company’s participation in one or more small business conferences (e.g., SAME Small Business Conference, Veteran-Owned Small Business Conference, SAME Post-sponsored small business conference, etc.).

Industry Small Business Advocate Award (One Award)

This award recognizes an individual from industry who has been an outstanding spokesperson and advocate for small business. The award recognizes efforts and actions accomplished for programs within the past three years. This person may be the Small Business Advocate within a Large Business.
With must-attend events like SXSW, LeWeb, CES and NAB Show popping up year round, the dollars and hours spent on conferences add up fast. Whether your company sends an entire team to divide and conquer, or you’re a lone wolf going in alone, the cost and time away from the office means it’s critical you maximize the experience.

Without the right strategy, you can miss out on important opportunities, useful connections, and the fun perks. However, a few basic hacks can help you turn the next industry conference into your most meaningful event of the year.

1. **Start networking before the event.**

Are you excited to connect with one of the speakers? You’re not alone, hence the long lines that form after any popular session. The best way to make contact with one of the speakers is before the event. Send a quick email a few weeks ahead of time explaining how excited you are to hear his or her talk. Then, arrive at the session 15 to 20 minutes early in hopes of catching the speaker before the session starts.

If it’s a fellow attendee you’re looking to reach out to, take advantage of the networking features in the event’s app. Most event apps today allow you to see who’s attending and who’s in your direct vicinity and send them a message to connect.

2. **Prioritize.**

Don’t be crippled by FOMO (fear of missing out). Before arriving, research who will be there and make a list of your top goals to ensure you attend the right activities that fulfill your reason for being there. Are you there to build customer relationships or network with industry peers? If a team is involved, make sure that everyone understands his or her priorities for the duration of the show in advance.

3. **Visit your must-see vendors during the first days.**

The last day is notoriously bad at tradeshows and expos: exhibitors are exhausted and most senior reps have already caught an early flight home. That’s why you should hit your top targets as early into the show as possible. People will be enthusiastic and eager to speak with you, and it leaves plenty of time left should you need to follow up with them or someone else on their team.

4. **Remember it’s a marathon, not a sprint.**

Unless you are flying in for the day, you can expect to be on the go from 8 am to 2 am for days on end. If you don’t take care of yourself, you will hit a wall pretty fast. Enjoy the bacon-covered donuts and local IPA, but in moderation. Eat properly, stay well hydrated, get a good night’s sleep as much as possible, and refresh with conference group activities like yoga or jogging.

5. **You don’t always have to follow the herd.**

At any major event, attendees work themselves into a frenzy trying to get into the hottest party or the biggest keynote. However, some of my most memorable and meaningful experiences have taken place at the smaller venues and less popular sessions. Choose events based on your personal interests and business goals, not necessarily what’s trending on Twitter or has the longest line out front.

6. **Stop trying to multi-task.**

In the rush to prep for an event, you probably pushed other work to the back burner. But the world doesn’t stop turning just because you are at an event. Rather than dividing your attention between the event and the office, find a quiet space and dedicate 1-2 hours per day to address any pressing work needs. Then leave those distractions behind and focus on getting the most out of your time there.

7. **Link up your dream team.**

If your company is sending a large group, you’ll want everyone synced and in contact throughout the event. There’s nothing worse than trying to track down someone’s mobile number or wondering if Joe from sales actually checks his texts when it’s crunch time. Before anyone leaves to attend the event, get everyone onboard a group messaging service like GroupMe, Facebook Messenger, a Slack channel or WhatsApp Group Chat.

8. **Maximize your session time.**

Most people sign up for a session to learn about a particular topic or trend. However, there is much more you can do in the moment, such as making important connections with fellow attendees or gaining exposure with a carefully crafted tweet. Prepare for these moments by familiarizing yourself with the session topics ahead of time, reviewing the speaker’s blog posts, other writings and videos. Many event apps will also share session check-ins, hashtags, and discussions. It’s a great way to make the most out of every session you attend.

9. **Teach the newbies and learn from the pros.**

Nothing beats the real-world advice and collective wisdom of those who have been there before. If this will be your first time attending a particular show, ask colleagues where you can find the best restaurants, the most reliable Wi-Fi and most useful session tracks, as well as any pitfalls to avoid. Likewise, if your company is sending some first-timers to a show, be sure to share your tips and experiences as well.

10. **Accept that things never go as planned.**

It’s important to do your homework and prep work before arriving at any large event or festival, but the real magic often happens when you let yourself take advantage of spontaneous opportunities. There are inevitable hiccups at any show, so adopt a Zen-like attitude: roll with the last minute changes and always remember to have fun.

source: http://www.entrepreneur.com
HOW TO IMPRESS WHILE NETWORKING

2. DON'T BE A BUSINESS CARD NINJA!

Quality > Quantity
Ideally, he or she will ask for one.

Have you considered tech savvy business cards?

Custom USB
Try customusb.com

QR Code Cards
Try goqr.me

4. LISTEN GENEROUSLY

“When you really listen and make them feel like they are the only most important person in the room, you can create a space for an honest relationship to form.”

Danielle Russo Slagh, Entrepreneurial Health & Wellness Advocate & Coach

5. FOLLOW-UP

“Send a short note offering that it was great to meet them and suggest an interest in continuing the conversation over coffee next month.”

Nancy Mellard, national leader of CBIZ Women’s Advantage

Thank You

5 TIPS FOR FLAWLESS NETWORKING

1. RESEARCH

“Pick out 2-3 people you want to get to know.”

“Get in communication with them.”

Eileen Batsen of Butler Group Marketing & PR

Research their interests and achievements via LinkedIn, Twitter and website or blog.

Make them feel like they are the only person in the room.

2. ASK PERSONALIZED QUESTIONS

You can learn a lot by showing curiosity and genuine interest.

Teri Clitterman of Talon LLC

Focus is powerful and makes you memorable.
Why You Should Stop Networking

Christopher Laney is President and CEO of Zenergy Technologies, a software quality assurance and testing firm. He is also author of the blog Lessons from the Cockpit: Everyday Wisdom from the Flying Life.

I often speak to groups about networking. People think I have a success secret on it. But I’ll tell you the same thing I tell them: I don’t like networking.

If networking means an attempt to increase my address book contacts by learning what people do for a living, while I try to figure out how they can help me, then I want no part of it. What I prefer, is this: making new friends while discovering their passions as I figure out how I can help them. Is that networking? Sure. But many people have a bad taste for the concept because it’s often pursued in the first manner. Then some people try to cram it in only when a new job or customer is needed. When that doesn’t yield results, they believe they are no good at networking.

It doesn’t have to be that way.

With a perspective shift, anyone can become a better networker. In fact, most people could become great if they approached it with a different attitude. What follows are some key ideas I’ve used in everyday life that have helped me tremendously. But before we start, let’s ditch the word networking. For many, that label carries negative connotations. I like to use the word “connecting” instead. Here goes:

Be Authentic

Too many have the notion that an individual must be Mr. or Ms. Personality to be a great connector. Not true. You simply need to “be yourself.” Yes, that phrase gets used so much it has become cliche, but it’s popular for a reason: it’s true.

When I became co-owner of a previous software consulting firm at 29, I tried to imitate what I thought was a business professional. I wore suits often, talked a lot of business, and, in short, attempted to be someone I wasn’t. Over time I realized that all I had accomplished by donning that business-professional mask, was to come off stiff and boring. Once I let the real me shine through, a person who likes to talk about everyday life and passions, with a smidge of business thrown in, finding and winning business became much easier.

As you go through life meeting and interacting with people, stop trying to act like what you think makes a great business professional, and bring to your connection activities whatever makes you a great human being.

Have Fun

Stop seeing connecting as a chore and have fun with it instead. Use your face time with others to discover their passions. Most people have hobbies or activities they love. Get them talking about those things. I’ll give you an easy way to do that. But first, a word of caution: guess what a significant number of people in this world are NOT passionate about? If you guessed “their jobs,” you are correct. Yet, many networkers bombard others with a variation of this question: “What do you do for a living?” I haven’t asked anyone that question in a long, long time. There’s a good reason why.

When you meet someone new, you want them to feel energized after they walk away from your interaction. If you ask the livelihood question of someone who doesn’t care for his or her job, you risk invoking a negative emotion, something you don’t want associated with you if your goal is to make friends. So how do you tap into the positive emotions of another individual? Ask what the person does for fun.

Most people’s eyes spark when asked this question. After you ask, let the conversation unfold. A second word of caution: don’t ask this question first thing when meeting someone or it may come off as strange. Instead, start with widely accepted questions that get conversations going, like asking where a person is from or what brought him to the area.

Discovering people’s passions is way more fun than learning what they do for a living. And it’s often easier to remember that passion, versus a job title, the next time you see the person.

Make Your Goal, “How do I help others?”

If you practice this regularly, at some point you’ll look back over your life to realize that your path to success was cleared of obstacles by the people you once helped. One of the best ways you can help others, is to connect them with like-minded individuals. If you meet a person who loves to fish, offer to connect him with that avid fisher you know. If a person wants to pursue photography, then introduce her to a knowledgable friend who can offer advice.

This small action doesn’t take much time, but yields big results. And I’ve never met anyone who didn’t enjoy being connected to like-minded souls.

Be Approachable

You may think you are approachable, but are you really? Be aware of your resting face. This is the expression your face carries when you are not engaged in conversation or you’re simply thinking about that never-ending to-do list. Inside, we may feel approachable, but aging and gravity conspire against us with a tendency over time to convert our youthful faces from angelic to dour. To see an example of this, the next time you are stopped at a traffic light, look at the person in the car next to you. Most of the time you will glimpse that person’s resting face. Many of these drivers, caught unaware, don’t look approachable at all.

The best way to combat an ornery resting face, is to smile. Smile big and smile often.

Discover What Works for You

One piece of advice that stops some people in their connection efforts, is the recommendation to remember names better. This is good advice, but not everyone can make it work. Many people have issues with name recall so they label themselves as poor connectors since they believe great connectors are good with names. Learn how to work around this, or any other connection challenge.

If you have trouble with name recall, you may be tempted to avoid someone you met recently when you see her again somewhere else, simply because you can’t remember the name. Don’t do it.

The other individual probably doesn’t recall your name either and is considering the same thing: to avoid you. Be brave. Go up to the person. Remind her where you met and say your name, then ask her to refresh your memory with her name. The person will respect you for it and admire your effort to reconnect. And it’s more likely, with this reminder, that you’ll remember the name the next time you run into the person.

Don’t let conventional advice that doesn’t work well for you, stop you from becoming the great connector you are meant to be. Become unconventional. Experiment to discover what works best for you.

It’s an amazing world out there full of wonderful people. Don’t isolate yourself because networking has never been a strength. Go out and connect instead. The rewards are great.
Tips for a Successful Trade Show Booth

HELPFUL TIPS

Hanging banners are a great way to grab attention from a distance.

You only have 3 seconds to engage passersby with your display.

You want attendees to be able to read your display from across the room. Use easy to read fonts in your trade show display and make sure to only use one or two different typefaces.

SWAG Speaks Volumes: Have Good Giveaways

77% of trade show attendees are potential new customers.

78% of attendees travel over 400 miles for trade shows.

91% of attendees say trade shows impact their buying decisions.

On average, a trade show attendee will tell 6+ people about their experience.

Sources
http://www.graphicolor.com/10-impressive-statistics-trade-show-marketing-program/
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You’ve likely attended some of those mega-conferences every industry holds annually, where new products and services are introduced, keynote speakers discuss the latest industry thinking and people connect, face-to-face. You’ve likely felt excitement leading up to the big event, too.

And, perhaps, as an attendee, you’ve wondered how you could exhibit at the next event and how you could ensure a return on your investment for the exhibitor space.

People from our team attended recent industry conferences in New York, Las Vegas and Atlanta with great success. Here are four tips based on what worked for us:

1. **Display your message with a pop-up banner.**

   When exhibiting at events, you’ll likely be limited to a 10-foot table. One way to stand out, literally, is to have a vertical pop-up banner. This is a pretty standard tip, mainly because it works.

   Note that the banner’s height will give your booth more dimension and “speak” for you over the din of the crowd. In addition, a well-designed pop-up banner (or two) can quickly identify your value proposition and offer attendees a clear idea of what you do and how you can serve them. Some great benefits of pop-up banners are that they travel well, don’t take up much room and are easy to set up and dismantle.

2. **Catch people’s attention with video.**

   Motion pictures have proven to be a marketers’ greatest tool to gain attention. Movement creates interest. For example, think of a bear in the forest. When a bear senses movement, it becomes acutely aware of other creatures within its surroundings. Most people don’t want to attract bears, mind you, but in the case of attendees at a conference, using motion on a screen to draw your audience closer works quite well.

   The way we capitalized on this was using a rented TV to play a looping demonstration of our service. The video included footage, showing real people navigating the app and using it to hire voice talent. Because there was activity for an observer’s eye to follow, people began gravitating toward our booth in droves.

3. **Give a personalized demo on an iPad.**

   Remember to spring for wifi in the building hosting the conference. Many of these events are held in arena-sized venues, so cellular coverage is shoddy at best. For such an important day, it’s worth it to pay for wifi access that isn’t already provided in your exhibitor package.

   Having wifi ensures you can access your website and give demos of your service or product on a mobile device attendees can interact with. With Internet access, you’ll also be able to draw attention to your booth using social media; there’s nothing quite like being able to show people what you offer, in real time. When attendees see that you’re holding an iPad or tablet, they’ll come closer because they want to see what is on your screen.

4. **Leverage event hashtags on social media.**

   As mentioned, social media can be a big help in driving attendees to your space. Remember, too, that every event has a hashtag associated with the corresponding conference, expo or gathering, and that participants and potential clients alike will be looking at it. If you’re unsure of the hashtag, check out the event’s social media account, or reach out to the coordinators you were in contact with earlier to book your space.

   Then, before the big day arrives, begin posting about how you will be exhibiting at the event. If you know your booth number, include it in any posts using the event’s hashtag. Building momentum ahead of time will help you warm up the room and get a feel for who will be there. Also be sure to join conversations around the hashtag during and after, too.

   Engage in discussions already in progress, and initiate your own using the event hashtag as a unifying force. Attendees who are social media-savvy will be monitoring the hashtag and using it when they post about their experiences and observations, so make sure that you are part of their experience. Even if you post only a handful of times, that’s more than the majority of your fellow exhibitors will do.

   In our own team’s experience, the combination of screens, social media and signage helped us meaningfully connect with over 500 people in less than eight hours. The fact that we had a promotional offer made visits to our booth all the more exciting and worthwhile for attendees.

   Inspired for your next expo? Putting these tips into action will help you achieve greater visibility and draw more people to your booth.
TRADESHOW 
BOOTH 
Etiquette

Explore the best practices for proper engagement that exhibit booth staff can utilize for a successful tradeshow.

**Appearance**

- Be mindful of hygiene and your appearance.
- Keep consistency among staff by adhering to a dress code of company-branded apparel.
- Be personable, not just with attitude but with your appearance by wearing a name tag.
- Smile often to show that you are approachable and friendly.

Percent of an exhibitor’s success due to staff performance: **85%**

**Brand Knowledge**

- Understand brand messaging and speak in the company’s voice.
- Maintain consistency in company knowledge across all staff members.
- Make sure staff can answer common attendee FAQ’s and provide online resources or takeaways (printed materials).

**Staff Engagement**

- Be enthusiastic!
- Maintain eye contact.
- Demonstrate hospitality.
- Maintain good posture.
- Folded and behind back
- By your side

- Be mindful of the signals you can send with your hands so place them by your side or fold them behind your back.

80% Listening
20% Speaking

Try to use the 80/20 rule with attendees.

**AVOID!**

- Hands in your pocket.
- Fidgeting with hands.
- Chewing gum.
- Folded arms on chest.
- Talking on a cell phone.
- Chatter with co-workers.

**Staff at the Exhibit**

- Have a manager with expertise and authority oversee the exhibit.
- Ensure great coverage by assigning staff to specific locations.
- Stay within your exhibit boundaries.
- Keep your booth clean and organized.

**Attendees say that 88% of engagements are started by exhibit reps!**

**Staff Engagement**

38% less than sales calls alone!

- Great first impression
- 38% less
- Sales call.

**To ensure a successful exhibition, pre-plan with staff prior to the event, maintain a professional attitude, and provide feedback after the tradeshow.**

**Sources:**
- www.skylinetradeshows.com/articles/exhibit_etiquette.htm
- www.classicexhibits.com/tradeshow-exhibit-design-search/trade-show-tips/booth-etiquette-44
- www.nwcidisplays.com

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