



**April 8, 2022**  
**7:30 a.m. - 2 p.m.**  
 Lakeland Community College

Mark your calendars and register for this county-wide business to business networking event. Network with businesses from across Lake County during the EXPO. Plus, take advantage of three different small business learning workshops on topics covering marketing, HR and more!

### The 4 reasons you can't afford to miss this event:

- #1 New business** | Develop business leads and new customers.
- #2 Invaluable networking** | Network with peers in the Lake County small business community.
- #3 New ideas** | Shop for new innovative products and services to meet the needs of your business.
- #4 Learn** | Take advantage of small business learning workshops covering critical topics for small businesses.

#### Schedule at a Glance

- ☐ Registration  
7:30 a.m. – 1 p.m.
- ☐ Networking Breakfast  
8 – 8:45 a.m.
- ☐ EXPO Trade Show Area is Open  
8:45 a.m. to 1 p.m.
- ☐ Workshops  
10 - 10:45 a.m.  
11 – 11:45 a.m.  
1 - 1:45 p.m.
- ☐ Networking Lunch  
noon – 1 p.m.

10:00	<b>10 a.m. Spending Less Time on Social Media, While Getting Better Results from your Digital Marketing</b> <i>Lindsay Sims, Predictable Results Marketing</i>	<b>10 a.m. Competing to Thrive</b> <i>Employee Attraction and Retention Best Practices Panel</i> <i>Gregory Kennedy, Erie Insurance Group   Jim Levine, Express Employment Professionals   Melanie Leonard, Heatmax Heaters.</i>
11:00	<b>11 a.m. Spending Less Time on Social Media, While Getting Better Results from your Digital Marketing</b> <i>Lindsay Sims, Predictable Results Marketing</i>	<b>11 a.m. Strategic Selling &amp; Maximizing Customer Service to Create New Opportunities and Organically Grow Existing Customers</b> <i>Kevin Hudson, Keylan Management Group</i>
12:00	<b>12 p.m. Networking Lunch</b>	
1:00	<b>1 p.m. Competing to Thrive</b> <i>Employee Attraction and Retention Best Practices Panel</i> <i>Gregory Kennedy, Erie Insurance Group   Jim Levine, Express Employment Professionals   Melanie Leonard, Heatmax Heaters.</i>	<b>1 p.m. Strategic Selling &amp; Maximizing Customer Service to Create New Opportunities and Organically Grow Existing Customers</b> <i>Kevin Hudson, Keylan Management Group</i>



Do you feel like doing social media is a waste of time? You know you need to market your business online, but maybe more social media isn't the answer. In this workshop, we'll learn how to focus on the RIGHT digital marketing activities at the RIGHT time, so that you're not wasting time and money on Facebook and Instagram.



Join our expert panel as they share their best practice advice for attracting and retaining top talent in small businesses.



This session will provide an overview of the strategic selling process for engaging with prospective and existing customers. Also, this workshop will outline strategies for maximizing customer service initiatives within your business, to create opportunities for new business, referrals and expanding client revenue.

### Registration Information

#### Vendor Registration

Online at [easternlakecountychamber.org/smallbusinessexpo](http://easternlakecountychamber.org/smallbusinessexpo) or by phone at 440.357.7572. This event requires preregistration.

Chamber Members – Vendor Table  
 6-foot EXPO Vendor Table - \$200

Non Members – Vendor Table  
 6-foot EXPO Vendor Table - \$300

#### Attendee Registration

*Includes continental breakfast and lunch.*

Chamber Members - \$15  
 Non-Members – \$25  
 with Business Card

For more details and to register, visit [www.easternlakecountychamber.org/smallbusinessexpo](http://www.easternlakecountychamber.org/smallbusinessexpo).  
 Questions? Call 440.357.7572.