

*Business to Business Expo Oct. 12, & 13, 2004*

October 12, 2004

9:00 a.m.

**Proposed Business and Economic Development Plan for the State of Utah**

Presenter: Jon Huntsman Jr. – Gubernatorial Candidate

10:00 a.m.

**Salt Lake County Economic Forecast**

Nancy Workman, Candidate for Salt Lake County Mayor

In February of 2004, an initiative was launched to outline the focus and role of Salt Lake County Government concerning the Business and Economic Development. A presentation and discussion of the progress, the programs that have been created as well as the continuation of the initiatives' time-line will be made.

11:00 a.m. [Rm 1](#)

**Business Credit Secrets**

Presenter: Michele K. Morin, Attorney and counselor at Law, Consumer Protection Center

What do Donald Trump, John Huntsman, Sr., Oprah Winfrey and other successful business people have in common? Business Credit! Learn some dos and don'ts for establishing positive business credit.

11:00 a.m. [Rm 2](#)

**Marketing for Your Small Business- Not All Marketing Needs Money**

Presenter: Boyd Peterson, Owner and Editor, The Valley Journals

From budgeting and advertising to permission marketing and target marketing. Determine your target customer and then learn how to market your business on a limited budget.

12:00 p.m. – 1:00 p.m.

**Business-Government Coalition (BGC)**

**Hosted by SL County Business and Economic Development  
Economic Incentives**

Presented by: Utah Business Lending, Utah MicroEnterprise Loan Fund, Department of Workforce Services, Custom Fit, Deseret Certified Development Company, Utah Safety Council, Utah Transit Authority, Larson & Company

Loan Program Managers will be available to explain how to apply for the different types of incentives that are available to start-ups, existing businesses and businesses looking to expand such as the Revolving Loan program, the Micro Enterprise Loan Fund, Workforce Investment, Development Bonds, and more.

1:00 p.m. [Rm 1](#)

**Streamlined Sales Tax**

Presenter: Jerry Bair, Taxpayer Education Coordinator

This presentation explains current Streamlined Sales Tax (SST) legislation and how it affects the collection and payment of sales and use taxes by businesses in Utah. The Utah Legislature held a special session in June 2004 to address business owner's concerns over the impact that SST implementation would have on their accounting procedures. Legislation passed in the special session delayed implementation of destination sourcing and several new definitions until July 1, 2005. Some portions of SST legislation and a new sales and use tax return forms were implemented on July 1, 2004. You will be introduced to these changes and the new sales and use tax return. Business owners need to understand this important legislation and assess the impact on their existing and future business practices

1:00 p.m. **Rm 2**

**Advertising – From T.V. to Giveaways**

Presenter: Boyd Peterson, Owner and Editor, The Valley Journals

Advertising Pros & Cons - Learn what is the upside and downside of each type of advertising. Includes TV, radio, newspaper, inserts, promotional items, yellow pages and much more.

2:00 p.m. **Rm 1**

**Start Smart**

Presenter: Small Business Development Center, Business Consultant

This workshop introduces attendees to the practical and regulatory aspects of starting and managing your own business and is for individuals who are starting a business or have been in one for six months or less.

An overview of the ten different topics are:

- Legal entities for business operations
- How to properly register and license a business
- Numerous options for business financing
- Free resources available to help you
- How to develop a successful business plan
- Types of training needed to be successful
- Various online resources available
- Low-cost marketing strategies you can use
- Strategic partnerships and how they work
- What you need to sustain a profitable business

2:00 p.m. **Rm 2**

**Successful Business Building**

Presenter: Small Business Development Center, Business Consultant

This workshop is for individuals who have owned a business for six months or more.

Ten different topics are covered containing information regarding:

- Rewards of Business Ownership
- Painting Your Company's Vision
- Business Ownership – are there drawbacks?
- Re-evaluating Your Business Plan
- Resources through the Small Business Development Center to achieve business success
- "SWOTT" Join the SWOTT Team! Strength's, Weaknesses, Opportunities, Threats, and Trends

3:00 p.m. **Rm 1**

**Creating a Safety Culture: Strategies for Small Business**

Presenter: Sarah Barrett, Utah Safety Council, Marketing Coordinator

Want to lower costs, higher profits and greater productivity? The way to get there is to create a safety culture within your organization. Participants will be able to recognize management's role in leading and implementing a safety culture as well as involve employees in recognizing and identifying hazards in the organization. Guidelines will be given to help individuals create a safety & health protection plan that they can take back and implement within their own organizations.

3:00 pm **Rm 2**

**Is Your Company Breaking the Law?**

Presented by Joyce Anderson, ESGR – Employer Support of the Guard and Reserve Program Support Specialist

Do you know your rights and responsibilities as an employer of a Guardsman or Reservist? With thousands of soldiers deploying to Iraq and around the world, knowledge of the USERRA Law (Uniformed Services Employment and Reemployment Rights Act) is critical to your business. The Utah ESGR (Employer Support of the Guard and Reserve) Program Support Specialist will provide

detailed information on how to comply with USERRA, how to update your military leave policy, and how to mediate problems with a reserve component employee using an ESGR ombudsman

4:00 p.m. [Rm 1](#)

**Utah Labor Laws**

Presented by Utah Labor Commission

Who We Are—What We Do -Utah Labor Commission

Come learn about the 10 Most Commonly Asked Questions that the Utah Labor Commission receives – Helpful Information for all Employers!

Final decisions issued by the Labor Commissioner or the Appeals Board, adjudicative hearings, Utah's workers' compensation system, employment and housing discrimination, payment of wages, employment of minors, and licensing of private employment agencies, and workplace safety standards.

4:00 p.m. [Rm 2](#)

**How Do I Pay Myself – Answers for the Self Employed**

Presented by Robb Enger of Larson & Company, Certified Public Accountants

For most small business owners—particularly those who are just venturing out on their own—“making payroll” does not necessarily mean getting a check. Robb will discuss the key accounting principles and procedures that help business owners not only pay themselves, but also monitor their performance, make strategic decisions, secure a line of credit, enjoy tax savings, grow their businesses, and feel secure about the future of their businesses.

**5:00 pm KEYNOTE PRESENTATION: Speaker: Michael Glauser, author of *Glorious Accidents; How Everyday Americans Create Thriving Companies and The Business of Heart.***

**Social Entrepreneurship –You can succeed in launching and managing your own business AND help to solve some of our country's toughest problems!**

Mr. Glauser is the founder and former CEO of Golden Swirl Management Company, and a co-founder of Northern Lights, a company which produces and distributes frozen dessert products to the food service industry. He has consulted with numerous companies in the areas of business strategy, acquisition planning, organization effectiveness and leadership development. By developing leading marketing and business strategies that have taken his companies from home office to national franchises while creating a model for effectively launching and managing companies that address our country's toughest problems.

Among his credits are appearances on Great Day American, First Business in Washington, voice of America, the G. Gordon Liddy Show, Good Morning Chicago and The Associated Press Radio.

October 13, 2004

10:00 a.m. Rm 1

**Proposed Business and Economic Development Plan for the State of Utah**

Presenter: A Representative of the Scott Matheson Jr. – Gubernatorial Candidate Campaign will make this presentation.

11:00 a.m. [Rm 1](#)

**Proposed Economic Development Plan for Salt Lake County**

8 Steps to Economic Turnaround

Peter Corroon, Candidate – Salt Lake County Mayor

11:00 a.m. **Rm 2**

**Microsoft Office Hints and Shortcuts - Microsoft XP, Access, Excel, PowerPoint, Outlook, Word and Project.**

Presenter: Kirt Kershaw, Certified Microsoft Office Specialist Master Instructor

You always knew that Word, Excel, Outlook and other have easy to remember shortcuts, but what are they? Attendees will be given the "secrets" to time saving keystrokes in Microsoft Office programs. Can't decide if you need to upgrade to XP or 2003.... Kirt will explain the differences between Microsoft's Office 2000, XP and the recently released 2003 for those businesses who are concerned about the cost effectiveness of a company upgrade.

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1:00 p.m. **Rm 1**

**Strategic Membership: How to Dominate A Chamber of Commerce's Micromarket!**

Presented by Clay Neves, Executive Director of the Murray Area Chamber of Commerce

Have you ever been disappointed in the amount of business you are able to get from Chamber referrals? Have you been making new friends but not getting new business? Do you ever find meeting new prospects awkward? Have you wanted more of your business to be repeat and referral business? Would you like a system that assures that you will be working with those who value you the most? Clay will have expert answers to these and other questions during this session.

1:00 p.m. **Rm 2**

**Demystifying e-commerce: Gaining Control of Your Marketing Efforts**

Presenter: Chase Hathaway, Consultant, The eWeb Techs

What makes the difference in effective internet marketing? Domain Management, Making Site Changes, e-Commerce Marketing Strategy and Defining Search Engines are just a few of the topics discussed in this need to know workshop to increase your marketing edge on the world wide web.

2:00 p.m. **Rm 1**

**Proposed Business and Economic Plan for Salt Lake County**

Merrill Cook, Candidate- Salt Lake County Mayor

2:00 p.m. **Rm 2**

**Customers Only Want Two Things**

Presented by Kevin Miller, Author of *Real World Customer Service Strategies That Work*

Did you know that customers really want only two things? Companies that know this, and provide these things, will be the winners in the service culture of today. This program is ideal for both first-line service providers and management. Learn first hand some of the "best practices" of the best-of-the-best in customer service.