

# THINKING FORWARD:

## Adapting to a Changing Workplace

October 30, 2012 7:30 - 9:30 am Brighton Town Hall, 2300 Elmwood Ave, Rochester, NY

### SPEAKERS:



**Nancy Weil Slinkys, Straws and Snickers: Your Toolbox for Changing Times** The key to avoiding stress when things are changing around you is to practice the three "F"s: Flexibility, Fun and Philanthropy. Don't get stuck in old ways of thinking. Learn the simple tools to change your approach to whatever life may bring your way. Nancy Weil has helped thousands of people find their "inner happy" by helping them stress less and laugh more. She is the author of If Stress Doesn't Kill You, Your Family Might, President-Elect NY National Speakers Association, Certified Laughter Leader with the World Laughter Tour and Certified Infinite Possibilities Trainer. [www.TheLaughAcademy.com](http://www.TheLaughAcademy.com).

**Bill Self Customer 3D—Exploring What Exceptional Companies Do Differently** Bill Self believes in spreading new ideas that will improve the way we work. With more than 25 years of business leadership, including customer research experience studying how top-performing companies separate themselves from their competition by being exceptionally customer-centered, Bill shares customer success stories of companies that have learned how to transform their organizations into market leaders by focusing on the success of their customers. His book, Customer 3D: A New Dimension for Customers, was released in June 2012. Bill is a member of the American Marketing Association, Toastmasters International and the National Speakers Association. [www.customer3d.com](http://www.customer3d.com).



**Tricia Cruz Public Relations and the Media—Getting Noticed** As a former Television Reporter and News Writer, Tricia Cruz reveals the inside workings of a newsroom and the best ways to attract media coverage. With the emergence of social media, she explores if traditional media is still relevant and how traditional media and social media relate to the field of Public Relations. As the founder of Vamos! Public Relations, Tricia develops PR plans for various business and organizations. One aspect includes helping them focus on an important but neglected consumer base—the Latino market. Find out how this market can add value to your business. Trish is a member of the Rochester Hispanic Business Association. [www.vamospublicrelations.com](http://www.vamospublicrelations.com).



**Greg Taylor Being Smart about Getting Smart** Greg Taylor, a career/college advisor, is the Principal of 4C Choices, a firm that offers guidance with career paths, college choices and funding, enabling the wise pursuit of an education rewarded with meaningful employment upon graduation. He will share recent data on the circumstances that require prudent consideration prior to embarking on the pursuit of a valued Bachelors degree, the questions that must be addressed when making decisions about college and career preparation in an ever-changing workplace and suggestions for smart strategies to consider as students transition from classroom to workforce. Strategies successfully planned and implemented can save families considerably on college expenses and accelerate career success. [www.linkedin.com/in/sirlinkedalot](http://www.linkedin.com/in/sirlinkedalot).



**Judy Shenouda Creating a Successful Work and Life—Keeping Your Reservoir Full** From her perspective as an educator, a communicator and a small business owner, Judy Shenouda has developed a 12-step approach to creating a successful life at work, in a career and beyond in the book she authored, Career Success in 12 Easy Steps: A Journal. This session focuses on Step 10, Keep Your Reservoir Full, by taking care of your physical, mental, emotional, spiritual and social needs as a member of a family, neighborhood, community and world. Topics include the competing demands on our time and energy, the need to set limits and strategies to manage the workday to achieve wellness, energy and health. Judy is a member of the Rochester Professional Consultants Network and the New York National Speakers Association as well as a Toastmasters International Advanced Leader Bronze and Advanced Communicator Bronze. [www.judithshenouda.wordpress.com](http://www.judithshenouda.wordpress.com) and [www.easescommunication.com](http://www.easescommunication.com).



**Brian Kane Influence Changes Everything—Cultivating the Champions You Need to Succeed** Influence enables you to navigate divergent interests, adapt to new circumstances, mobilize advocates, create bold opportunities and generate a huge impact. For decades, Brian Kane has mentored countless everyday people about how to acquire and use influence. He's radically changed lives, achieving over \$50 million in tangible community improvements. Today, he molds non-profit and business leaders into remarkable influencers, helping them persuasively engage employees, board members, donors, volunteers or customers to get genuine results. Brian is president of Three Lakes Consulting, board president of the Rochester Professional Consultants Network and member of the American Society for Training & Development. [www.bakanecom.wordpress.com](http://www.bakanecom.wordpress.com) and [www.linkedin.com/in/bakane](http://www.linkedin.com/in/bakane).

