

Presented by Kaiser Permanente

IGNITE

**Business. Connections.
Washington County. Technol
ogy. The Future. Learning
. Growth. Community. In
novation. Leadership**

2011 Westside Business Conference

March 15, 2-7PM at 13600 SW Allen BLVD • Beaverton, OR 97005

Organized by the Beaverton Area Chamber of Commerce & Greater Hillsboro Area Chamber of Commerce



KERRY TYMCHUK on Igniting Leadership

Kerry Tymchuk was named in December 2010 by the Oregon Historical Society Board of Trustees to serve as Executive Director. A native of Reedsport, Oregon, Kerry is a graduate of Willamette University and Willamette University School of Law. He comes to OHS following a distinguished career in the public arena, which included service as a Marion County Deputy District Attorney, and serving as a top aide United States Secretary of Labor Elizabeth Dole, United States Senator Bob Dole, and United States Senator Gordon Smith. Kerry is the co-author of numerous books, including two books on political humor co-written with Bob Dole, and the autobiographies of Oregon business icons Gert Boyle, Harry Merlo, and Al Reser.

GET REGISTERED TODAY!

- Members: \$50
- Guests: \$60

Go online to

www.beaverton.org
www.hillchamber.org

OR contact one of these
Chambers:



Greater Hillsboro Area
Chamber of Commerce



Your choice of two of these BREAKOUT SESSIONS

- *Engagement Marketing: Best Practices in Email and Social Media Marketing*—Dana Pethia, Constant Contact
- *Cultivating Workplace Wellness*—Lisa Isabell, Kaiser Permanente
- *What's New with Social Media in 2011*—Joshua Waldman, Cinta Media
- *Lead Conversion Accelerator—Nurture your Prospects!*— Panel of Experts conducted by Kathie Nelson, Connectworks
- *You Are the Messenger*—Susan Bender Phelps, Odyssey Mentoring



BUSINESS SHOWCASE with these Beaverton & Hillsboro area companies:

- | | | | |
|------------------------------|-------------------------------------|-----------------------------------|--|
| - The Accuracy Company | - Constant Contact | - IKON Office Solutions | - Sandler Training |
| - American Family Insurance: | - Costco | - In Line Commercial Construction | - Shared Mall |
| Wendi Eiland Agency | - #DRIVEN | - The Oregonian | - SMB Business Consulting |
| - Beaverton Valley Times | - Embassy Suites | - LeTip | - Unitus Community Credit Union |
| - Blue Sky Web Design | - Fish Marketing | - Mobile Strategies, LLC | - US Bank |
| - The City of Beaverton | - Frontier Communications | - Montgomery & Graham | - Washington County Visitors Association |
| - Coffee Rush | - Hillsboro Argus | - PGE | - West Coast Bank |
| - Comcast | - Hilton-Portland & Executive Tower | - PRO*Development | - Worksource Portland |
| - Connectworks | - HR Annie Consultants | | |



AFTER HOURS NETWORKING with local business professionals

Can't make it the entire event? Interested in attending only the After Hours? No problem.

After Hours Only is from 5-7pm. Be prepared to pay \$10 at the door.

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Westside Business Conference Breakout Sessions



Engagement Marketing: Best Practices in Email and Social Media Marketing

Presented by Dana Pethia, Constant Contact

- High level introduction to a 'what is' an email service and how it is different from and ISP email (Gmail, Outlook)
- Advantages and benefits in marketing to customers and prospects through an email service.
- How an email service is different from the traditional marketing channels.



Lead Conversion Accelerator – Nurture your Prospects!

Presented by Kathie Nelson, Connectworks

Join a panel of local leaders in Social Media, Online Marketing, and Sales to accelerate your conversion rate by incorporating practical, easy to implement practices into your existing process. Generating leads and building your qualified list is the name of the game in marketing. But . . . you want to close more business too! Incorporate a nurturing strategy that trumps traditional outreach methods.



Cultivating Workplace Wellness

Presented by Lisa Isabell, Kaiser Permanente

Join this interactive workshop and get the tools and confidence to create a workplace wellness initiative in any workplace, no matter the size.



What's New with Social Media in 2011

Presented by Joshua Waldman, Cinta Media

As social continues to change it's impact on customer service, sales and product development, organizations who ride the wave will continue to out perform competition. We'll talk about where social media took us, and what to look out for in 2011. This session will help you with crafting business strategies and making technology choices this year.



You Are the Messenger

Presented by Susan Bender Phelps, Odyssey Mentoring

Learn the principles of powerful and effective networking - no matter your current skills or experience you will walk away with skills you can begin using before you leave the room.

*Success isn't a result of spontaneous combustion. You must set yourself on **fire**.*

-Arnold H. Glasow