



THE PREMIER EDUCATIONAL FORUM
FOR UTAH PROFESSIONALS

Thursday
May 14, 2015

Harness the power of your own personal accountability and blow through any barriers that may have previously stood between you and success.



Keynote Speakers

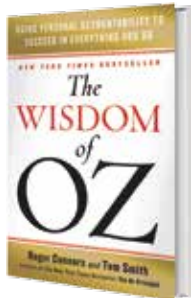


Morning Keynote Speaker Roger Connors

Author and Partners in Leadership CEO

The Wisdom of Oz: Using Personal Accountability to Succeed in Everything You Do

Discover how personal accountability can arm you with exactly what it takes to get the results you want



All attendees receive a free copy of the New York Times bestseller "The Wisdom of Oz: Using Personal Accountability to Succeed in Everything You Do," by Roger Connors and Tom Smith (\$25 value)



Lunch Keynote Speaker Matthew S. Holland

President, Utah Valley University
Engaging in Business

UVU's initiative for engaging and partnering with local businesses



Afternoon Keynote Speaker Larry Gelwix

Co-founder, Columbus Travel
Always a Winner! Five Championship Strategies for Sustainable Success

The dynamics of success, leadership, and ethics using time-tested championship strategies

Five Great Events, One Full Day!

Thursday, May 14, 2015

Sorensen Student Center
Utah Valley University

- **Breakfast and keynote address** by “Wisdom of Oz” New York Times bestselling author and business leader Roger Connors
- **Keynote address by Utah Valley University President** Matthew S. Holland. Luncheon by the award-winning UVU Culinary Arts Institute
- **Afternoon keynote address** by nationally renowned speaker, business owner, and former rugby coach Larry Gelwix
- **Educational workshops** offering continuing education credit for CLE, CPE, CFP, LIFE, PACE
- **Business and UVU exhibition hall**

Partners in Leadership Training
and **Free copy** of the book

The Wisdom of Oz: Using Personal Accountability to Succeed in Everything You Do

by Roger Connors and Tom Smith

REGISTER TODAY!

Spots fill up quickly

www.uvu.edu/beforum

or call Vicky Hopper at 801-863-5426
or email at Vicky.Hopper@uvu.edu

Before April 20: \$75 (save 25%)

After April 20: \$100

Special alumni rate: \$75

(Lunch only: \$30/person or \$300/table of 10)

Community Partners



UTAH VALLEY

CHAMBER of COMMERCE



UVU.edu/beforum



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8:30 - 9:30 a.m.	Breakfast and Morning Keynote Address by Roger Connors, The Wisdom of Oz: Using Personal Accountability to Succeed in Everything You Do			
9:45 -10:45 a.m.	Complex Assets: A Tax-Efficient, Strategic Way to Give Ryan Boland, Fidelity Charitable Learn how contributing complex assets can minimize capital gains exposure on the sale of the asset.	Retirement Planning and Asset Protection for Small Businesses Scott Stratton & Hyrum Smith, Utah Valley Univ. Learn several small business retirement-plan options and strategies to asset protection that really work.	The REAL State of Utah: Economy and Outlook for 2015 Natalie Gochnour, Salt Lake City Chamber of Commerce <i>Sponsored by Central Bank</i> Hear how the Utah economy continues to outperform the nation and learn the outlook for 2015.	The Oz Principle –Personal Accountability Jeff McMullin, Partners in Leadership Obtain training on how to get yourself and your colleagues to function “above the line” to deliver the organizational results you desire.
11 a.m. - noon	When Worlds Collide: The Growing Intersection Between Business and Nonprofits Brent Andrewsen, Kirton McConkie Stay ahead of the changes for L3Cs, benefit corporations, crowdfunding and more.	How Real-World Planning Will Save Taxes and Increase Your Business Value Kevin Simister, Hawkins Cloward & Simister Get referrals from happy clients by evaluating client needs and facilitating informed decision making.	State of the National Economy Jurrien Timmer, Fidelity Investments The outlook for the U.S. economy and what you need to know in order to plan ahead.	The Oz Principle –Holding Others Accountable Dustin Staley, Partners in Leadership Learn how to start managing others in a way that simultaneously produces results and builds morale.
1:30 - 2:30 p.m.	Keynote address by Larry Gelwix, Always a Winner! Five Championship Strategies for Sustainable Success			
2:45 - 3:45 p.m.	Before Marketing, Start Here Derek Miner, ZenApply Learn how to achieve marketing success in today’s economy with limited resources.	Affordable Health Care Act Fundamentals and Updates: What Employers Need to Know Dave Jackson, First West Benefit Solutions Keep current on the latest health-care reform updates and changes.	Find Your Tribe! Community Engagement: How, What, When, Where and Why Your Company Should Get Involved Rona Rahlf, Utah Valley Chamber of Commerce Explore how organizations can partner with businesses and what areas best fit your needs and mission.	UVEPC: Exploitation and Abuse of the Elderly - What It Is, the Red Flags, and the Reporting Requirements Blake Nakamura, Salt Lake County District Attorney’s Office Know the current laws defining these crimes and your responsibility for reporting offenses.
4:00 - 5:00 p.m.	How to Build Sustainable, Growing Assets Inside a Model for Doing Good John Unice, Keeler Thomas Utilize a new model for combining traditional philanthropy with impact investing.	Crowdfunding: Making Things People Want Jeff Schwarting & Daniel Falabella, Pivit Labs Learn how to get one million users in the first 10 months and a \$10-billion valuation in 10 years.	Multi-Generational Marketing for the 21st Century Michele Bates, Helix Education Traverse generations using each age group’s most valuable strategies to communicate your business’s message and advertising campaign.	UVEPC: Senior-Friendly Estate Planning J. RobRoy Platt, Platt Law, P.C. Avoid pitfalls related to long-term debilitating diseases when drafting estate-planning documents.