

Overcome career-limiting habits and achieve your full potential by applying breakthrough principles based on the latest social science research.

Thursday
May 19, 2016

UTAH VALLEY UNIVERSITY
BUSINESS &
ECONOMIC
FORUM
2016



HAWKINS

Keynote Speakers



VitalSmarts®

Morning Keynote Speaker
Al Switzler

Change Anything

Overcome years of failed effort and make improvements in your lives, careers, and relationships by applying these breakthrough principles to any challenge.



All attendees receive a free copy of the New York Times bestseller “Change Anything: The New Science of Personal Success,” by Kerry Patterson, Joseph Grenny, David Maxfield, Ron McMillan, and Al Switzler.



Lunch Keynote Speaker

Matthew S. Holland

President, Utah Valley University

Engaging in Business

Learn the key factors influencing UVU’s path to the future as it strives to fulfill its role as an economic engine fueling the prosperity of our region.



Afternoon Keynote Speaker

Cydni Tetro

3DPlusMe



Leading Out

Overcome the odds facing startups with successful approaches to leadership, innovation, decision making, and problem solving.

8:30 - 9:30 a.m.	Breakfast and Morning Keynote Address by Al Switzler, Change Anything	
9:45 -10:45 a.m.	<p>Applying the Research and Development Tax Credit to Software Companies Josh Rowley, C.P.A., C.I.T.P., <i>Hawkins</i> While hugely beneficial to software companies, this credit requires careful documentation.</p>	<p>The REAL State of Utah: Economy & Outlook for 2016 Natalie Gochmour, Ph.D., <i>Salt Lake Chamber of Commerce</i> Learn the challenges facing the Utah economy and the outlook for 2016.</p>
11 a.m. - noon	<p>Transitioning Between Generations in Family Businesses W. Richards Woodbury, <i>Woodbury Corporation</i> Learn strategies to start and successfully run a family business.</p>	<p>Tax, Liability, and Risk Reduction Strategies Geoff N. Germane, J.D., AEP®, E.P.L.S. and Craig F. McCullough, J.D. <i>Kirton McConkie</i> Every business owner should know these valuable financial and legal strategies.</p>
12 - 2:30 p.m.	Lunch with Awards Presentation and Keynote Address by President Matthew S. Holland, Engaging in Business, followed by Keynote Address by Cydni Tetro, Leading Out	
2:45 - 3:45 p.m.	<p>How to Keep Your Family From Blowing Your Retirement Plan Lee S. McCullough III, Esq., <i>McCullough Sparks</i> Learn the pros and cons of Conduit Trusts, Accumulation Trusts, and Trusted IRAs.</p>	<p>Social Enterprise Investing John Unice, C.F.P.™, <i>Keeler Thomas</i> Understand the current status of social investing and help your clients meet their goals.</p>
4:00 - 5:00 p.m.	<p>Solving the Social Security Puzzle Mark Sumsion, Scott Garbutt, M.A. Flint J. Stephens, C.F.P.™ <i>Strategis Financial Group</i> Find out which factors to consider to get the most from Social Security benefits.</p>	<p>Active Vs. Evidence-Based Investing for Retirement Craig M. Porter Rollins, R.F.C.®, <i>LJCooper Wealth Advisors</i> Learn how to get one million users in the first 10 months and a \$10-billion valuation in 10 years.</p>

Change Anything

Emily Hoffman, M.D., *VitalSmarts*

Learn to make improvements in lives, careers, and relationships with these breakthrough principles.

Market Quarterly Sector Update

Paul Baiocchi, *Fidelity Investments*

This session will break down markets into sectors and explain why these sectors matter.

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Lessons From Google on How to Build an Extraordinary Company Culture

Devin Baer, *Google Fiber*

Transition your company's culture to successfully entice and keep top talent.

Three Things the Best Companies Are Getting Right in Marketing

Derek Miner, *Tech Trep Academy*

To succeed in today's economy, learn how to market your business with limited resources.

Cyber Security: Emerging Risks and Trends

Dan D. Hill, Esq. *Snow Christensen & Martineau*

Avoid unintended consequences with the right provisions when estate planning for the elderly.

Five Great Events, One Full Day!

Thursday, May 19, 2016

Sorensen Student Center

Utah Valley University

- **Breakfast and keynote address** by “Change Anything” New York Times bestselling author and business leader Al Switzler
- **Keynote address by Utah Valley University President** Matthew S. Holland, luncheon by the award-winning UVU Culinary Arts Institute
- **Afternoon keynote address** by Cydni Tetro, founder and CEO of 3DPlusMe
- **Educational workshops** offering continuing education credit for CEU, CFP, CLE, CPE, LIFE, PACE
- **Business and UVU exhibition hall**

VitalSmarts Training
and free copy of the book *Change Anything* by Al Switzler

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

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

After April 20: \$100

Special alumni rate: \$75

(Lunch only: \$35/person or \$350/table of 10)

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CHAMBER of COMMERCE

