

Professional Development Fridays

Free professional development training

Professional Development Fridays are free weekly training sessions for all Chamber members. Presented by local experts, each session is held on Fridays at Southern Market Center. These sessions serve as an opportunity for business professionals to share their knowledge, expertise and best practices with one another. Session topics range from environmental to legal to customer service and marketing. These sessions are ideal for anyone looking to enhance their business and career.

Third Quarter Topics for Discussion and Speakers:

July

- 9 Professional Development Friday – Accounting**
“Don’t Give the IRS an Audit Road Map”
featuring Jeremy Allen of Walz Deihm Geisenberger Bucklen & Tennis PC
 9 to 11 a.m., Southern Market Center
 During this session, you’ll gain a better understanding about an IRS proposal to require certain taxpayers to disclose uncertain tax positions in their annual income tax return filings; the current status, development and implementation; how to plan and prepare for the implementation; and what you need to do.
- 16 Professional Development Friday – Website Marketing**
“Ugly Websites Make More Money”
featuring Thom Finn of ActionCOACH
 9 to 11 a.m., Southern Market Center
 During this session, you’ll learn how to design/redesign your website while keeping your target audience in mind, as well as how to navigate keywords and searches.
- 23 Professional Development Friday – Retirement Planning**
“Navigating the New Retirement Economy to Rebuilding Confidence”
featuring John Markley of Markley Actuarial Services, Inc. & Rick Rodgers of Rodgers & Associates
 9 to 11 a.m., Southern Market Center
 Markley and Rodgers will provide tools for you to assist your employees in building a strategy to get back on track for retirement and regain that sense of comfort. You will also learn how a well designed retirement program can help meet your business goals and objectives.
- 30 Professional Development Friday – Succession Planning**
“How to Leave Your Business in Style”
featuring Donald S. Feldman of Acuity Advisors and CPAs LLP & Thomas W. Bergen, Esq. of Hartman Underhill & Brubaker LLP
 9 to 11 a.m., Southern Market Center
 During this session, you’ll be given a comprehensive planning approach that will enable you to successfully exit your business, as well as learn the seven step transition planning process – identifying objectives, quantifying business and personal financial resources, maximizing and protecting business value, ownership transfer to third parties, ownership transfers to insiders, business continuity and personal wealth and estate planning.

Here’s what a participant had to say:

“The Professional Development Friday session on leadership provided me with useful tools that will be invaluable as I move forward in my strategic goal setting for the year. I will definitely consider attending another session in the future. This is a tremendous benefit that The Chamber has provided to its members.”

*- Debra Faust Saporetti,
 Employer Relations Coordinator,
 Career Services, Franklin & Marshall
 College*

August

6 Professional Development Friday – Investing

“Investing Locally”

featuring Dan Nyiri of RBC Wealth Management

9 to 11 a.m., Southern Market Center

Nyiri will discuss opportunities that are available to invest in the debt of PA school districts, townships, counties, airports and nursing homes.

13 Professional Development Friday – Internet Marketing “How to Create and Manage Your Online Reputation”

featuring Kae Kohl and Bede Fahey of Kiwi Marketing Group and Joanne Kay of VBM Solutions

9 to 11 a.m., Southern Market Center

During this session, you’ll learn how to monitor what people are saying on the Internet about you and your company; design a strategy to engage and respond effectively; triage problems with ugly reviews; craft an ethical way to distribute positive information about your company; set up policies that will help others in your company be effective in the social media space; and continuously add value online so that your reputation grows and your company thrives.

20 Professional Development Friday – Human Resources “Employer Owned Life Insurance”

featuring Evaristo Gonzalez of First Financial Group

9 to 11 a.m., Southern Market Center

Gonzalez will discuss what you need to know to keep life insurance income tax free, common pitfalls and how to avoid them. The requirements are mandated by the Department of Labor and Business and employers need to comply or they will be personally liable for plan losses.

September

10 Professional Development Friday – Retirement Plans “Selecting a Retirement Plan for Your Business”

featuring Kimberly Rentschler of Morgan Stanley Smith Barney

9 to 11 a.m., Southern Market Center

The program will provide an in-depth overview of the options available (including SEP, 401K, profit sharing, age weighted, safe harbor and simple retirement plans); offer objective and interactive guidance in an understandable format geared to promote familiarity with updated ERISA regulations and appropriate plan selection; and explore newly available Roth options, cost/benefit analyses, investment alternatives, fiduciary responsibility and implementation guidelines.

17 Professional Development Friday – IT Continuity Planning “Disaster Recovery and Business Continuity Planning”

featuring Byron Hutchinson of BT Consulting, LLC

9 to 11 a.m., Southern Market Center

Hutchinson will explain the difference between disaster planning and business continuity, identify risks and review the tools needed to assist you with your planning.

24 Professional Development Friday – Accounts Receivable “Getting Paid: Collecting Your Accounts Receivable”

featuring Susan P. Peipher, Esquire of Blakinger, Byler & Thomas, P.C.

9 to 11 a.m., Southern Market Center

During this session, you’ll learn practical and legal aspects of collecting accounts, such as: establishing the customer relationship, billing issues, the tension between sales and collection, fair debt collection practices and initiating legal action to collect accounts.

