



BREAKOUT SESSION 1

Join 1 of the 4 breakout sessions to learn more about HR, disaster recovery, Marketing and Branding or Customer Service and Sales.



HR 101 – I HAVE EMPLOYEES, NOW WHAT?

Breanna Stephens - B. Stephens HR

Hiring your first employees is an exciting milestone, but it also comes with responsibilities that many small business owners don't see coming. In this session, Breanna Stephens of B. Stephens HR Consulting will cover the essential HR basics every business needs to know—from compliance requirements to building strong employee relationships. You'll learn how to avoid common blind spots and set up the right foundation so your team and your business can thrive.



DISASTER RECOVERY & CYBERSECURITY: ARE YOU PREPARED FOR A DISASTER?

Harry Erskine - Regional Tech Council

Most organizations think about cybersecurity in terms of firewalls, antivirus, and patching, but the real test comes when disaster strikes. From ransomware attacks to natural disasters, blind spots in preparation can cripple a business overnight. In this breakout, Harry Erskine will walk you through practical strategies for building resilience, identifying overlooked vulnerabilities, and creating a disaster recovery plan that actually works. The session will focus on turning blind spots into breakthroughs so your business can withstand and recover from the unexpected.



CONTENT IS KING - MARKETING AND BRANDING

Andrew Swanson - Forerunner

In a world where attention is the ultimate currency, content wears the crown. This talk dives into why great content is the heartbeat of marketing, how it builds trust, and what makes it the difference between being scrolled past or remembered.



CUSTOMER ENGAGEMENT & SERVICE EXCELLENCE — THE DISNEY APPROACH

Ron A. Rhoades -WKU Associate Professor - Finance

Discover the art of true engagement and world-class service from a former Disney cast member. Unlock the “7 Secrets for Successful Engagement” inspired by the Seven Dwarfs, and learn how to bring the magic of Dream–Believe–Dare–Do into your own business challenges—empowering others’ dreams while advancing your own.



BREAKOUT SESSION 2

Join 1 of the 4 breakout sessions to learn more about Business Development, AI Advantage, Product Development or Financial Clarity.



KY SMALL BUSINESS DEVELOPMENT CENTER RESOURCES

Brittanie Dawson - Business Coach

Many entrepreneurs don't realize the wealth of resources available when starting or growing a business. This session will highlight the crucial steps to launching a business in Kentucky and uncover often-overlooked support from the Kentucky Small Business Development Center. From no-cost one-on-one coaching to low-cost training led by industry experts, discover how the SBDC in Bowling Green helps entrepreneurs overcome blind spots and achieve long-term success.



THE AI ADVANTAGE: COMPETING WITH THE BIGS

Rob Wilson - Regional Tech Council

You don't need a big budget to get big results. We'll show how small businesses can use AI to level the playing field, from marketing to customer services.



THE BUILDING BLOCKS OF GREAT PRODUCTS

JD Thomason and Elissa Wyne - Regional Tech Council



Every successful product is built on clarity, alignment, and the ability to spot what others miss. We'll explore the foundational building blocks of product development: identifying who you're building for, aligning teams around a shared vision, and delivering incremental value. Together, we'll surface common blind spots that hold product development back and highlight the strategies to overcome them.



FINANCIAL CLARITY FOR GROWTH

David Bell and Erick Hicklin - Pinnacle Bank

As small business owners, we are aware that hard work is not the only determining factor for growth. All too often, there exists blind spots that we simply don't recognize in financing. For example, underestimating cash flow needs, missing out on various funding options, or not taking advantage of your banking relationships. In this session, we will facilitate open conversation to uncover some of these blind spots and look to turn them into breakthroughs toward sustained long-term growth.