

LEADERSHIP CONFERENCE FOR YOUNG PROFESSIONALS



YoungPro 4.0 Conference

pro- : a prefix of priority in time or space having especially a meaning of advancing or projecting forward

FRIDAY, OCTOBER 20, 2023

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Timken Family Cancer Center at Autumn Hospital was a signature project in our 2019 centennial celebration.



Rob Schliesewahl and Jennifer Schlichting sort clothing donations.



The Schauer team during volunteer service hours.

Serving this community for **OVER 100 YEARS**

While a lot has changed throughout our company's 104-year history, a dedication to our core values has remained for generations. We act with **integrity**, we are committed to **independence**, we are always **advancing**, and we have an unwavering **commitment** to the people, clients, and communities in which we serve.

Our job is to help those companies, people, and communities thrive. We have a reputation built around our people serving clients, each other, and our community—and we believe we do it better than anyone else in our business. We continue to invest in **our greatest competitive advantage: our people.**

Stark County has supported us for over 100 years, and we view it as our duty to **give back to the community that has given us so much.**

Our craft and expertise are in **risk management, insurance and employee benefits**, but we leverage those skills and knowledge for the greater good.

We are directly **volunteering or involved with over 30 non-profits** that support human and social services across Northeast Ohio.

We hold key leadership positions on some of the largest non-profits in our region and help to raise funds via annual campaigns.

At Schauer Group, we work every day to support the continued viability of the institutions that keep the fabric of our community healthy. Thank you for joining us!



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AGENDA

- 8:30 a.m.** **Registration, coffee, networking**
- 9:05 a.m.** **Welcome & Ice-Breaker:** Kelly Piero, VP Marketing, Comm. & Public Affairs, Canton Regional Chamber of Commerce
- 9:25 a.m.** **Opening Keynote:** Michael Sirpilla, CEO & CO-Founder, Society Brands
- 9:50 a.m.** **Break**
- 9:55 a.m.** **Supercharging Engagement:** Stephanie Werren, Vice President of Leadership Programs; and Kristina Belliveau, Assistant Director, Leadership Stark County
- 10:40 a.m.** **Break**
- 10:50 a.m.** **BREAKOUT 1**
-  **"Level Up Your Customer Experience and Help Your Customers Enjoy the Journey!"**, Seth Marana, Coach + Mentor + Customer Experience Spokesperson (**Location: The Lab upstairs**)
-  **"Building Bridges and Leveling Up: The Power of Networking"**, Lucas Tindell, Founder, Lucas Live Media (**Location: The Chapel**)
- 11:20 a.m.** **BREAKOUT 2**
-  **"Level Up Your Customer Experience and Help Your Customers Enjoy the Journey!"**, Seth Marana, Coach + Mentor + Customer Experience Spokesperson (**Location: The Lab upstairs**)
-  **"Building Bridges and Leveling Up: The Power of Networking"**, Lucas Tindell, Founder, Lucas Live Media (**Location: The Chapel**)
- 11:50 a.m.** **Break & Return to Main Room**
- 12 p.m.** **CEO Meet & Eat Discussions + Lunch**
- 1:15 p.m.** **Wrap up and Closing Remarks**
-

LUNCH + DISCUSSION FEATURED CEO'S:

Rick Baxter, CEO, Alliance Chamber of Commerce / Alliance Area Development

Barb Bennett, Vice President, Education and Workforce Initiatives, Canton Regional Chamber

Debbie Busby, CEO, Massillon WestStark Chamber of Commerce

Jeff Dafler, VP Economic Development & Public Policy; President & CEO-Elect, Canton Regional Chamber

Lyn Nisly, President, Front Porch Café

Kenny Peterson, Entrepreneur, Nothing Bundt Cakes, Any Lab Test Now

Elaine Russell Reolfi, CEO, CommQuest

Denny Saunier, President & CEO, Canton Regional Chamber

Venae Watts, 5th Generation Owner, Minerva Dairy

Christy Williams, Owner, Little Chunk of Goodness

Carl Witt, Partner, Argent Web Design

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Opening Keynote

INSPIRATION TO LEVEL UP

**Presented by, Michael Sirpilla,
Co-founder and CEO, Society Brands**

Society Brands is a tech-enabled consumer products company that acquires e-commerce native brands. Society Brands provides meaningful liquidity for the founders of each acquisition while allowing them to stay onboard with their brand. The founders also have the ability to roll equity into Society Brands parent company so the founder can enjoy a second exit down the road that will likely be bigger than the first.

Michael grew up in Ohio and has been in and around retail his whole life and has extensive M&A experience throughout his career and been part of multiple business ventures where he's primarily focused on organic growth. He founded a financial services wholesale agency with 40 direct reports and built it to a multi-million-dollar business. He also partnered in a population health management business and scaled it from \$0 to \$150MM in revenue within five years. With Michael as CEO, Society Brands raised \$205MM to continue their rapid consolidation in the e-commerce sector and has completed many acquisitions since inception.



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Breakout Session

BUILDING BRIDGES AND LEVELING UP: THE POWER OF NETWORKING

Presented by, Lucas Tindell, Lucas Live Media

In today's rapidly evolving professional landscape, networking isn't just about exchanging business cards — it's about forging genuine connections, positioning yourself in the right rooms, and securing your seat at influential tables. This interactive training, tailored for young professionals, delves deep into the transformative power of strategic networking. Discover how surrounding yourself with individuals that have reached a higher level can not only elevate your professional journey but also bring unprecedented opportunities knocking on your door.

Key Learning Points:

- **The New Age of Networking:** Understand the shift from transactional networking to relational transformative networking.
- **The Right Room Principle:** Techniques to position yourself in environments that align with your professional goals both in person and online.
- **Secure Your Seat:** Strategies to ensure you're not just in the room, but also have a voice and influence within it.
- **Build, Don't Burn, Bridges:** Emphasizing the importance of cultivating and maintaining relationships in all directions, whether peer-level or with industry veterans.

Tangible Takeaways: Practical exercises and strategies you can implement immediately to enhance your networking power.

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Breakout Session

**LEVEL UP YOUR CUSTOMER EXPERIENCE AND
HELP YOUR CUSTOMERS ENJOY THE JOURNEY!**

**Presented by, Seth Marana,
Coach + Mentor + Customer Experience Spokesperson**

In an increasingly digital world, the call for positive human interaction is growing. The need for businesses to craft an intentional customer experience is essential to reinforce relationships, expresses appreciation, and to increase revenue.

Key Learning Points:

- Why an ***intentional*** customer experience plan is important.
- The pieces of the plan that help make up the customer journey.
- Real-life examples of companies that are providing unique experiences to their customers.
- Easy ways to start taking steps... today!

Whether your customer is the person standing in line for a cup of coffee and bagel, the seasoned purchaser looking for your manufacturing equipment, the client you're serving for their insurance needs, or anyone in-between, if you want them to enjoy the journey with your company, this session is for you!

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Workshop + Discussion

SUPERCHARGING ENGAGEMENT



Kristina Belliveau



Stephanie Werren

**Presented by, Kristina Belliveau and Stephanie Werren,
Leadership Stark County**

This session will focus on how young professionals can level up their engagement in the workplace, with strategies that they can foster individually and within their teams to create a positive workplace.

THE
KITCHEN

Made to Order Food Stations

- Sandwiches
- Pizza
- Salads
- Chicken
- Sushi



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THE
TAP WALL
AT Buehler's

Happy Hour

Monday - Thursday • 3 to 6 pm

10% off Tap Wall drinks & \$1 off Tap Eats menu

**Trivia on Tap • Board Game Night
Friday Unwind & More!**

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