

Business Innovations Conference

Shaping Tomorrow's Success

A Symposium Empowering Businesses for Future Challenges & Opportunities

Presented by the  **Small Business Resource Association**

in Collaboration With



Four Panel Presentations Focused on the
Future

Finance – Workforce – Technology – Consumer Trends

Join us at this one-day, must attend event that brings together business owners with leaders and industry experts to discuss the rapidly evolving world landscape that will determine how you do business in the future.

Join us Tuesday September 24, 2024 at the DoubleTree by Hilton – Reading, PA

This one-day, must-attend event will bring together business owners, leaders and industry experts to share what businesses will need to do to adapt to future challenges and opportunities. There will be four panel presentations focusing on the following topics—the future of FINANCE, WORKFORCE, TECHNOLOGY and CONSUMER TRENDS. Each topic will have four panelists that will share their insights focused on critical areas that will impact the success and growth of your business. After the panel addresses specific questions given to them by a facilitator, there will be an opportunity for Q&A from the audience. Your takeaway will be priceless resources to help you navigate the future of your business.

AGENDA

- 8:00 – 9:00AM Continental Breakfast
- 9:00 – 9:15AM Opening Remarks
- 9:15 – 9:45AM Keynote Speaker - **Mark O'Donnell**, Visionary at EOS Worldwide
- 9:45 – 10:45AM Financial Panel & Q&A
- 10:45 – 11:00AM Break
- 11:00 – 12:00PM Workforce Panel & Q&A
- 12:00 – 1:00PM Lunch
- 1:00 – 2:00PM Technology Panel & Q&A
- 2:00 – 2:15PM Break
- 2:15 – 3:15PM Consumer Trends Panel & Q&A
- 3:15 – 3:30PM Closing Remarks
- 3:30 – 4:30PM Networking/Cash Bar

**COST — \$199 per person,
\$169 Small Business Resource
Association Member rate**

This event will provide the knowledge to understand what it will take to achieve success in the future.

Registration is limited to the first 500, please use this QR Code to reserve your seat early!



For further information email Gary Seibert, CEO of the SBRA at gseibert@sbrassociation.com or call at 484-333-3270.

SBRA BUSINESS SPOTLIGHT



Sterling Life Solutions is a company "like no other" that specializes in senior move management. We are devoted to helping seniors easily maneuver the challenges of life's transitions such as downsizing, moving, packing, liquidating items and settling into your new residence. We are passionate about customer service and want to ensure that you are treated with the respect and professionalism you deserve. Our mission is always to provide our clients with an "Experience Worth Sharing". Downsizing and moving a lifetime of memories and belongings does not have to be a stressful experience. With help from the knowledgeable and caring experts at Sterling Life Solutions, your transition will be simplified and stress-free.

Address: 2609 Keiser Blvd, Ste 102, Wyomissing, PA 19610
Phone: 484-220-3743 Website: sterlinglifesolutions.com

WHY INVESTING IN YOURSELF IS ALWAYS THE RIGHT CHOICE



**By Zachary Bell,
Bell Media Group**

Four years ago, I was still working in corporate. At this organization, sales individuals often went onsite for client visits. And time after time, during my training period, I noticed that some of the team didn't have the tools needed for the job - they didn't bring a laser level, let's say, or a notebook and pen. When I inquired about the situation, I learned that the team shared a set of company equipment. If someone else had the laser level checked out, well, too bad.

When I accompanied one of the most senior sales engineers, however, he took a different tack. This individual had invested in his own set of equipment. He never asked for reimbursement from the company; he simply made the investment he needed to make to feel prepared, confident, and equipped to do his job to the best of his ability.

Although I departed from that company several years ago, I carried that lesson with me. And as I've advanced into entrepreneurship, I've gained a new appreciation for how important it is to invest in yourself. Here are a few areas where I've discovered that self-investment really pays off:

Health and Wellness

The early days of starting my business coincided with the strict lockdown period of COVID-19. Subsequently, I sunk my time and energy almost exclusively into work. And although my business grew, I felt myself shrinking. Without regular time outdoors and at the gym, I felt more sluggish, more restless, and less satisfied. When I re-joined a gym in late 2022, I was shocked at what I discovered when I started getting active again.

Not only did I feel better physically, I felt better mentally and emotionally, and was more equipped to run my business from a place of peace. Many entrepreneurs find themselves on a slippery slope when it comes to their own health and wellness. It's all too easy to place your business first,

without realizing that without you, there is no business at all!

Continuing Education

When we hear others say, "I really want to learn a new skill," or "I'd love to attend a conference about this thing I'm passionate about," we typically encourage them to go for it! But we don't seem to give that same permission to ourselves.

Give yourself the freedom to flex your intellectual side and your continued education, even if it means spending some valuable time or dollars. Your team, business, and clients will thank you for it!

Pursuing Passions

Our passions are what make life worth living. Whether you're into woodworking, astrology, biking, cooking, video gaming, or antiquing, feeding your passions results in a better quality of living. When our work consumes our life, it's easy to lose perspective about the things that really matter. A disappointing email or a lost deal doesn't sting nearly as bad when you know that something you love is waiting for you at the end of the day.

Relationships That Go Beyond Business

The last area that really hits home for me is all about building relationships. Some people you meet and relationships you build don't seem very consequential today. But having strong, healthy relationships with others at various stages of life, career, and success may have an immeasurable impact in the future. Investing your time into like-minded, passionate, collaborative people and relationships sets the stage for success down the road.

The bottom line? Don't think that you're not worth it. Any investment into the things that touch your life is an investment that will come back to you in spades. So this week, my challenge is to put some energy towards you. Schedule that time on your calendar, just like you would any other business or team meeting. Your business, your life, and your mindset will only get better when you do.

SBRA Monthly Member Shout Out

Members Helping Each Other Grow



www.berkshireinvestmentgroup.com



www.queenscaferead.com



www.pagodaapparel.com



www.powermarketinginternational.com

SBRA EVENTS

Events: Register at <https://www.sbrassociation.com/#EVENTS>

Tune Up Tuesday Zoom Workshops

information. sharing. motivating.



(see events page for details)

- **Tuesday, September 3rd** 9:30-10:30 "Going Beyond the Logo - The Art of Storytelling/Branding" presented by Branden Moyer
- **Tuesday, September 17th** 9:30-10:30 a.m. presented by Christine Kreisher

SBRA Breakfast Referral Club

- **Friday, September 6th**
7:30-9:00 a.m. at B2 Bistro in West Reading
- **Friday, September 20th**
7:30-9:00 a.m. at B2 Bistro in West Reading

Networking Mingle

Wednesday, September 25th
5:30-7:00 p.m. at B2 Bistro in West Reading

Zoom Membership Benefits Update

Wednesday, September 25th 9:00-9:30 a.m.
Learn How the SBRA Can Help Your Business Grow

WELCOME NEW SBRA MEMBERS

Queens Café
East Coast Sports Academy
Go Fish Seafood
Health First Consulting
J4 Travel, LLC
Just B Whole Body and Wellness Coaching

Kinya Ramen
Service 360 Group
Spartan Capital
WindowHero
Northeast Reading
Will Omlor,
EOS Implementer