

# BUSINESS SEMINAR PROGRAM

Tuesday, January 23, 2018 — Seneca Falls, New York



**8:00 – 8:30 AM** REGISTRATION, REFRESHMENTS, AND SEATING

**8:30 – 8:45 AM** WELCOME AND SEMINAR DETAILS

**8:45 – 9:35 AM** GENERAL SESSION

## **Biblical View of Work and Business – Ken Riehl**

Is work a result of the Fall in the Garden of Eden? How do you find meaning and purpose in your work? Is work or business my idol? What fruit in my life reveals the answer to that question? All of my life, including work, needs to be for the building of God's kingdom, not mine!

**9:35 – 9:50 AM** STEWARDSHIP RESOURCES UPDATE

**9:50 – 10:10 AM** BREAK

**10:10 – 11:00 AM** GENERAL SESSION

## **The Meaning and Purpose of Business – Daryl Hurst**

How do we view our businesses? Is business an opportunity to do kingdom work or simply a means of providing for the family or hoarding wealth? As we grow our businesses, are we and our families growing closer to God? Are we strengthening the church through business? We are living in a fast-paced, ever-changing world; how are those changes affecting our businesses?

**11:00 – 11:15 AM** BREAK

**11:15 – 12:05 PM** GENERAL SESSION

## **Providing Customer Service with a Positive Attitude – Cleason Horning**

This topic addresses the importance and practical behaviors of a Christian attitude in customer service. Attitude transforms everything. Build customer loyalty with good customer service.

**12:05 – 12:20 PM** ANABAPTIST FINANCIAL/FOUNDATION UPDATE

**12:20 – 1:35 PM** LUNCH

**1:35 – 2:25 PM** BREAKOUT SESSIONS

## **The Power of Proper Branding – Roy Herr**

What is the key difference between businesses that quickly gain loyal customers and those that struggle to survive? Learn what branding is, why it affects every aspect of your business, and how to develop your brand to create value for customers, employees, and owners. We will start with the biblical call to creativity, and then discover how your vision, mission, and core value statements should express themselves through your brand.

## **Organizing for Productivity – Leonard Meador**

"Value" is what customers pay for. A key insight for operational success is learning to see which business activities add value and which ones don't. The goal of organizing is to make the value-adding activities easier and reduce activity that doesn't add value. We look at several basic techniques for organizing: work-area layout, 5S, and visual controls.

**2:25 – 2:40 PM** BREAK

**2:40 – 3:30 PM** BREAKOUT SESSIONS

## **Common Sense Marketing Strategy – Roy Herr**

Is it important to have a clear strategy in marketing? Which kind of advertising works best for your market? Learn how to create and execute marketing that moves the sales needle up in your business. Join this session to learn how to plan and achieve marketing results.

## **Know and Develop Your People – Leonard Meador**

Know your people and develop more trust. Know more than their skill set. Listen and understand their ongoing situational needs and challenges by meeting regularly one on one. Develop your people and increase their ability. Explore and identify strengths and align responsibilities for the best fit. Train your people, offering feedback and coaching toward competency. Gain a vision for keeping people as your first priority in business.

**3:30 – 3:45 PM** BREAK

**3:45 – 4:35 PM** BREAKOUT SESSIONS

## **Teamwork – Doug Ramer**

Teamwork is often perceived as thinking and doing the same things. Teamwork may be better defined as working together while approaching and utilizing the differences of each person. Harmony comes by the blending of all the voices. Learn how to link and synergize with the team and help each other achieve.

## **Marketing Consultation Role Play – Roy Herr**

Listen in as Roy consults with clients to turn challenging marketing situations into opportunities for sales. Join this session for real-world examples that will debunk common marketing myths.

**4:35 PM** CLOSING

You are invited to attend an

Anabaptist Financial  
**BUSINESS SEMINAR**

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## SPEAKERS

**Ken Riehl**—Dundee, NY  
*Manager, Martin's Stove and Fireplace*

**Daryl Hurst**—Seneca Falls, NY  
*Owner, Finger Lakes Dairy Service*

**Cleason Horning**—Seneca Falls, NY  
*Owner, Beacon Electrical Services*

**Roy Herr**—Myerstown, PA  
*Marketing Consultant and Co-founder, Rosewood Marketing*

**Leonard Meador**—Rossville, IN  
*Business Management Consultant*

**Doug Ramer**—Myerstown, PA  
*Personnel Manager, Martin Water and Appliance*

## SEMINAR LOCATION AND DATE:

**Tuesday, January 23, 2018**  
**Finger Lakes Fellowship Center**  
3403 State Route 414  
Seneca Falls, New York 13148

## Registration Form NY Business Seminar

Cut out or copy this form, and mail to the Stewardship Resources address given below.

*Please list each person so we can prepare name tags.  
Attach an additional sheet if needed.*

Name(s) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

### Contact Directory

☐ Check this box if you would like your contact information added to the contact directory that is printed into the seminar handout. You may also provide a brief description of the goods and services that you provide. (maximum 15 words)

Note: For printing purposes we must have your registration by January 9.

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### Please include payment with your registration

If registered on or before January 9, 2018, \$89.00 for the first person.  
Additional attendees \$79.00 if from the same family or business.

If registered after January 9, \$99.00. Additional attendees  
\$89.00 if from the same family or business.

To register online, visit:

**[afweb.org/resources/business-seminars](http://afweb.org/resources/business-seminars)**

If registering by mail, return this form with a check payable to:

 **Stewardship  
Resources**

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