

# BUSINESS SEMINAR PROGRAM

The Cove, Shipshewana, Indiana • Tuesday, October 22, 2019



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

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

**8:45 – 9:30 AM** GENERAL SESSION

## **Golden Rule Marketing | Ivan Chupp**

Marketing is so much more than placing an ad in the newspaper. It includes nearly every aspect of business and our everyday walk of life. How are we doing as business managers in implementing Matthew 7:12 into our marketing strategy? "Therefore all things whatsoever ye would that men should do to you, do ye even so to them."

**9:30 – 9:45 AM** STEWARDSHIP RESOURCES UPDATE

**9:45 – 10:05 AM** BREAK

**10:05 – 10:50 AM** GENERAL SESSION

## **Developing Key Employees | Steve Jones**

Finding employees to fill leadership roles is not easy. Someone from outside the organization must not only become accustomed to your company but also learn the position you are hiring for. A better way is to develop key employees from within so they are ready to take the responsibilities of management and sales when the need arises. But how do you do that? That's what this session is all about.

**10:50 – 11:05 AM** BREAK

**11:05 – 11:50 AM** GENERAL SESSION

## **My Journey in Sales | Atlee Raber**

It's good to understand the theories behind business practices, but sometimes it's difficult to apply the theories in everyday work. Hearing other people's experiences can be helpful. Listen to the journey of a seasoned businessman to gain insight into how to grow your sales.

**11:50 – 12:00 PM** ANABAPTIST FINANCIAL/ANABAPTIST FOUNDATION UPDATE

**12:00 – 1:15 PM** LUNCH

**1:15 – 2:00 PM** GENERAL SESSION

## **Common Sense Branding | Roy Herr**

What is branding? Is it just having a good logo on your business card? Where do you begin in establishing your company or product brand? Learn about this important aspect of your overall marketing strategy.

**2:00 – 2:15 PM** BREAK

**2:15 – 3:00 PM** GENERAL SESSION

## **Generating and Converting Leads | Panel Discussion**

How do you make new sales contacts and then go from the initial contact to creating new business? This panel of businessmen will speak from experience and answer questions to help you develop a sound sales plan.

**3:00 – 3:15 PM** BREAK

**3:15 – 4:00 PM** GENERAL SESSION

## **Common Sense Marketing | 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. In this session you will learn how to plan and achieve marketing results.

You are invited to attend an

Anabaptist Financial

# BUSINESS SEMINAR

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## Speakers

Ivan Chupp – Burr Oak, MI  
*Owner and Product Development, Chupp's Herbs and Fabrics*

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

Steve Jones – Topeka, IN  
*Human Resources Manager, E&S Sales*

Atlee Raber – Berlin, OH  
*Founder of Berlin Gardens,  
Anabaptist Financial Business Advisor*

## Panelists

John Kuhns – LaGrange, IN  
*Sales, Customer Service, and Financials, Sunrise Metal Shop*

Chris Schlabach – Shippshewana, IN  
*President, Raber Patio Enclosures*

Merlin Yoder - Nappanee, IN  
*President, Challenger Door, Challenger Designs*

## SEMINAR DATE AND LOCATION:

**Tuesday, October 22, 2019**

### The Cove

*705 Morton Street, Shippshewana, IN 46565*

## Registration Form Indiana 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 October 8.

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### Please include payment with your registration.

If registered on or before October 8, \$94 for the first person.  
Additional attendees, \$84 if from the same family or business.

If registered after October 8, first person \$104.  
Additional persons, \$94 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:*



55 Whisper Creek Drive  
Lewisburg, PA 17837

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800-653-9817 (AF office)  
570-468-1326 (Sharolyn Schlabach)  
866-230-6253 (fax)