

# EMPLOYEE SEMINAR PROGRAM

The Cove, Shipshewana, IN • Wednesday, October 23, 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 as employees doing 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 – 9:40 AM** ANABAPTIST FINANCIAL UPDATES

**9:45 – 10:05 AM** BREAK

**10:05 – 10:50 AM** GENERAL SESSION

## **Every Employee is a Brand Builder | Roy Herr**

What is a brand? What actually goes into developing a valuable brand? What part do you play in brand building? How do my actions help or hinder my company's marketing efforts?

**10:50 – 11:35 AM** GENERAL SESSION

## **Becoming Key Employees | Steve Jones**

Finding employees to fill leadership roles is not easy for employers. Those brought in from outside the organization have to become accustomed to the company as well as to the position they are filling. A better way is for employees to take initiative and learn the responsibilities of management and sales, so they can fill those positions when the need arises. But how do you do that? That's what this session is all about.

**11:35 – 12:45 PM** LUNCH

**12:45 – 1:30 PM** GENERAL SESSION

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

How does an employee get started in sales? What skills are needed and how do you develop them? Learn from the experiences of someone who had to learn to be a salesman.

**1:30 – 1:45 PM** BREAK

**1:45 – 2:30 PM** GENERAL SESSION

## **Everyone's in Sales | Panel Discussion**

We often think of sales as people's responsibility and as a specific position in a company, but in reality, every employee is in sales in one way or another. Listen to seasoned businessmen discuss how this should work and how you can apply sales principles where you work.

**2:30 – 2:35 PM** STRETCH BREAK

**2:35 – 3:05 PM** GENERAL SESSION

## **Application is the Key to Results | Perry Miller**

Applying what you learn at the seminars is important, but sometimes attendees wonder how to do that. During this session, you will discuss with others at your table how you can apply the topics of today's seminar when you return to work. Spokesmen from the tables will report back to the main group.

You are invited to attend an

Anabaptist Financial

# EMPLOYEE SEMINAR

LEARN · DEVELOP · PRODUCE

## 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 – Shipshewana, IN  
*President, Raber Patio Enclosures*

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

## SEMINAR DATE AND LOCATION:

**Wednesday, October 23, 2019**

### The Cove

705 Morton Street, Shipshewana, IN 46565

## Registration Form Indiana Employee 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) \_\_\_\_\_

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Company \_\_\_\_\_

Address \_\_\_\_\_

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Phone \_\_\_\_\_

Email \_\_\_\_\_

### **Please include payment with your registration.**

If registered on or before October 8, \$84 for the first person.

Additional attendees, \$74 if from the same family or business.

If registered after October 8, first person \$94.

Additional persons, \$84 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

[seminars@afweb.org](mailto:seminars@afweb.org)

800-653-9817 (AF office)

570-468-1268 (Sharolyn Schlabach)

866-230-6253 (fax)