



# ACCELERATE 2017 BUSINESS CONFERENCE

*FRIDAY, SEPTEMBER 15 8:00AM-4:00PM*

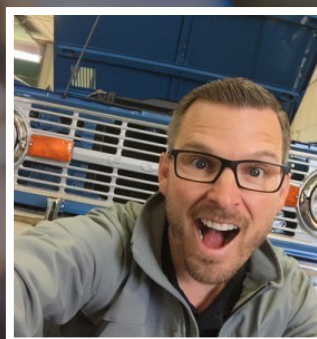
*KANKAKEE COMMUNITY COLLEGE RIVERFRONT CAMPUS*



**ADAM ROBINSON**



KEYNOTE  
SPEAKERS



**ERIK BARNLUND**

**MAVIDEA**



**DAILY JOURNAL**



## Seminar

# ACCELERATE 2017 BUSINESS CONFERENCE

***FRIDAY, SEPTEMBER 15 8:00AM-4:00PM***

***KANKAKEE COMMUNITY COLLEGE RIVERFRONT CAMPUS***

**Learn best practices and new skills to help you grow professionally!**

Startup entrepreneurs and seasoned business professionals alike are encouraged to attend.

Accelerate features nationally renowned keynote speakers, informative breakout sessions, vendor exhibits and plenty of networking opportunities. Don't miss it!

*Select a track that fits your needs, or attend a variety of sessions...*

### DEVELOPMENT

**Session I - Strategic Planning**

*Paul Schwada  
Locomotive Solutions*

**Session II - Hiring Considerations**

*Lori Hoekstra  
Riverside Healthcare and KAHRMA*

**Session III - Digital Badging & Employee Competencies**

*Kris Condon  
Introducing KCC's Cavalier  
Credentialing*

### MANAGEMENT

**Session I - Local Business Case Study**

**Session II - Leadership Management Institute Snapshot: Managing Workplace Conflict**

*Kris Condon  
Kankakee Community College*

**Session III - Creative Business Modeling & Revenue Growth**

*Jesse Erickson  
Catalyst*

### SALES & MARKETING

**Session I - Strategic Signage Opportunities**

*Sonya Comer  
FastSigns*

**Session II - Public Relations**

*Liz Kerns  
Olivet Nazarene University*

**Session III - Building a Quality Business Logo & Brand**

*John Fetterer  
LinkPoint Media*

## PROGRAM AGENDA

**Registration, Continental breakfast, Visit vendors ..... 8-9 a.m.**

*\*Check in at the Welcome Center counter\**

**Morning Keynote - Erik Barnlund ..... 9-10 a.m.**

**Break..... 10-10:10 a.m.**

**Breakout Session I ..... 10:10-11:20 a.m.**

**Visit vendors, Lunch & Keynote - Adam Robinson..... 11:20 a.m. - 1 p.m.**

**Breakout Session II ..... 1-2:10 p.m.**

**Break..... 2:10-2:30 p.m.**

**Breakout Session III ..... 2:30-3:40 p.m.**

**Drawings, Wrap-up & Evaluations ..... 3:45-4 p.m.**

## Keynote Presenters



**Erik Barnlund** grew up in nearby Donovan and graduated from Illinois Wesleyan University. He started as a web designer and later director of business development. After helping COUNTRY Financial start their first web development department, he became a consultant. Erik became co-founder and CEO of Mavidea Technology Group in 2007. Mavidea provides IT Management and Web

Design Services. Now with 28 employees, Mavidea has become a technology powerhouse in Central Illinois and was nationally recognized with a no. 30 ranking on IngramMicro's top 500 performing technology companies in 2012. The company was also a "Top 250 IT Services provider" in CRN Magazine two years in a row. Erik has won several awards including Heartland Technology Peer Group's "Go-Giver Award" (2011).

Erik and his younger brother, Kris, also refinish Ford Broncos and sell them across the country through their business, Maxluder Ford Bronco Customs. They have six full-time and two part-time employees and continue to grow. Erik attributes the fast growth to their consistent use of Social Media and a relentless focus on maintaining a great reputation. Their Instagram & Facebook videos are testament to the fun Erik has with his business and their employees! "I'm not in it to get rich, just to build great relationships with people," he said. Erik is married to Bridget, and they reside in Bloomington, with their three children.



**Adam Robinson** has more than 20 years of experience in hiring and selection management. Adam is co-founder and CEO of Hireology, which helps business owners make better hiring decisions using predictive data and innovative technology.

He is a noted recruiting industry expert, speaker, and author of "The Best Team Wins."

In 2015, Robinson was added to Chicago Tribune's Blue Sky Network, Chicago's most influential entrepreneurs, and he was named a "Top 25 HR Industry Game Changer Under 40" (2015, Workforce magazine). Hireology has been recognized Entrepreneur magazine for its "Top Company Culture"; and by Crain's Chicago Business, "Best Places to Work" for both Millennials and GenX. Human Resources Online magazine also recognized Hireology as the "#1 Talent Management Platform" (2014-16) and "#1 in Customer Service" (2013-16).

Before leading Hireology, Adam was founder and CEO of Illuma, a provider of high-volume recruitment outsourcing programs, and the creator of the Ionix Hiring System. Outside Hireology, Adam donates time to a number of organizations that support the entrepreneurial cause. Through multiple leadership roles at Entrepreneurs Organization, he has helped develop and launch programs that teach core business skills to early-stage entrepreneurs around the world.

Robinson has a bachelor's degree from the University of Illinois at Urbana-Champaign and received an MBA from DePaul University. He lives in Chicago's Rogers Park neighborhood with his wife and four children.

## Sponsorship/Participation Levels

**Program (\$300)** – Sponsor individual breakout sessions. Includes exhibit booth space, 4 event tickets and listing on promotional materials (event program, press releases, and website listings).

**Exhibitor (\$150)** – Exhibit and share information at an event booth. Includes exhibit booth space, one 6-foot table, 2 chairs, 2 events tickets and a listing in the program and event website. Limited outlets for electric available. Table coverings not included.

**Participant (\$40)** – Enjoy a full day conference, plus lunch, at this premier event.

## Registration

### Register today!

**\* Kankakee County Chamber Members can register directly through the chamber office to receive a discount. \***

- **Online:** [www.kcc.edu/accelerate](http://www.kcc.edu/accelerate) and choose "Register".
- **Mail:** Mail completed registration form to KCC Office of Continuing Education and Career Services, 100 College Drive, Kankakee, IL 60901.
- **Fax:** Fax completed registration form to 815-802-8201. ATTN: Continuing Education & Career Services.
- **Phone:** Call 815-802-8207 and have the course number and your credit card or purchase order number ready.

### Registration form

**Accelerate 2017 • Friday, Sept. 15**

- ☐ **Program sponsor** ..... BSNS 332A.A33 • \$300
- ☐ **Exhibitor** ..... BSNS 332A.A23 • \$150
- ☐ **Participant** ..... BSNS 332A.A13 • \$40

Name: \_\_\_\_\_

Profession: \_\_\_\_\_

Employer: \_\_\_\_\_

Email address: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ County: \_\_\_\_\_

State: \_\_\_\_\_ ZIP: \_\_\_\_\_

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Business phone: \_\_\_\_\_

Birth date: (mo.) \_\_\_\_\_ (day) \_\_\_\_\_ (yr.) \_\_\_\_\_

Enclose a check in the appropriate amount made payable to Kankakee Community College or charge to:

☐ Visa® ☐ MasterCard® ☐ Discover®

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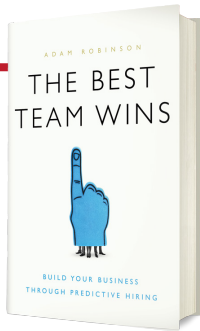
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**REGISTER  
NOW**

Be among the *first 200 registrants*  
& receive a **FREE** copy of  
Adam Robinson's book  
"The Best Team Wins"

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**Keynote speakers: Adam Robinson & Erik Barnlund**

**Informative breakout sessions**

Strategic Planning • Hiring Considerations • Digital Badging & Employee Competencies  
Local Business Case Study • Managing Workplace Conflict • Creative Business Modeling  
Strategic Signage Opportunities • Public Relations • Building a Quality Business Logo & Brand

Booth registrations and sponsorships now available.

**Info:** [www.kcc.edu/accelerate](http://www.kcc.edu/accelerate) • 815-802-8207