



Affiliated Chambers of  
Greater Springfield, Inc.

**The Affiliated Chambers of Commerce of Greater Springfield, Inc.** is a business association representing the East of the River 5 Town Chamber (East Longmeadow, Hampden, Longmeadow, Ludlow, and Wilbraham), the West of the River Chamber (Agawam and West Springfield), the city of Springfield, the Women's Partnership and nearly 1,400 businesses of all sizes, industry and profession, providing leadership in creating a healthy economic climate.



**The Employers Association of the NorthEast (EANE)** is a non-profit, membership-based serving as a knowledgeable and trusted resource to meet the comprehensive human resource needs of employers. The premier provider of human resource services for employers throughout the NorthEast, EANE assists members with the complex human resource and employment law issues facing their organizations and helps them cultivate an engaged workforce through talent management and organizational development.

**Affiliated Chambers of Commerce of Greater Springfield**

1441 Main Street, Suite 133  
Springfield, MA 01103



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**Employers Association of the NorthEast  
and  
Affiliated Chambers of Commerce of  
Greater Springfield, Inc.  
presents**

**A Business Training Event for  
Business Owners, CEOs,  
Managers and Staff**

**JUNE 22, 2010 TIME: 8am - 4:30pm  
AT THE SHERATON, DOWNTOWN  
SPRINGFIELD**

Join EANE experts and guest speakers for this informative conference focusing on today's business challenges:

- Pursuing excellence for long term sustainable success
- Effectively handling day-to-day issues critical to managing and growing your business
- Preparing to deal with challenges in order to drive desired business results

Driving a business to success today is harder than ever. This day promises to provide motivation, information and challenging discussions for business leaders!

# RED SOX TRACK

**8:30am – 10:00am**

**Total Rewards – *Patti D’Amaddio, SPHR, EANE***

A fresh perspective regarding Total Rewards and building blocks for developing a program to differentiate your organization from the rest of the pack. As the job market begins to open up, are you at risk of losing your talent? Take a closer look at the tools and methods you are using!

**10:15am – 12:00pm**

**Get Found Using Blogging, Social Media and Inbound Marketing Techniques – *Linda Sevier, CEO, Pagetender***

Learn how to “get found” on the web. It is more difficult and more costly every day to reach prospects using traditional marketing methods. The most effective way for businesses to reach prospective customers is through the web.

**12:00 pm – 1:00 pm Lunch and Networking**

**1:00pm – 2:30pm**

**Managing Conflict in the Workplace – *Deborah Bercume, Principal, Bercume Associates***

Ineffective conflict management is time-consuming; costing organizations money and productivity. Learn how to manage differences productively and efficiently while maintaining positive relationships.

**2:45pm – 4:30pm**

**A Practical, Therapeutic, Hands-on Conversation to Help Your Family Business Work for You - *Ira Bryck, Dir. UMass Family Business Center***

Working with family can be tremendously rewarding, adding great competitive advantage; or continuously irritating, reducing prosperity, satisfaction, and any desire to show up for work. Learn about best practices to help your family business plan, communicate and function better.

# BRUINS TRACK

**Customer Service**

**The Life Blood of Your Business  
*Dottie Circosta***

**8:30am – 10:00am**

**Communication Skills for Customer Service Professionals**

Communication is “the heart” of good customer service. Learn how to use the communication cycle effectively for increasing customer satisfaction. Master how to deliver the “right message” every time.

**10:15am – 12:00pm**

**The Technical Side of Customer Service**

Managing and utilizing technology while providing customer service has become a required skill for success. Learn the standards of excellence in using the telephone, email and computers to provide excellent customer service.

**12:00 pm – 1:00 pm Lunch and Networking**

**1:00pm – 2:30pm**

**Dealing with the Difficult Customer**

Learn how to increase your customer retention and loyalty by meeting difficult situations and customers’ needs in a knowledgeable, caring, professional manner.

**2:45pm – 4:30pm**

**Customer Service Recovery**

The real test of customer service comes when things go wrong. Fixing a mistake or solving a problem creates more customer satisfaction and loyalty than if nothing had gone wrong. Knowing what to do and how to do it makes the difference between saving the day and satisfying the customer, and total disaster.

**For more information:**

**[www.myonlinechamber.com](http://www.myonlinechamber.com)**

**[www.eane.org](http://www.eane.org)**

# PATRIOTS TRACK

**8:30am – 10:00am**

**Tax Incentives for Small Businesses – *Robb Morton, CFM, CMA, CPA, Boisselle, Morton & Associates***

We will focus on the **Hiring Incentives to Restore Employment Act of 2010**; IRS Compliance Issues including 2010 audit plans for extensive employment tax audits; President Obama’s proposals for new worker classification rules (employee vs. contractor); and increased year end information reporting.

**10:15am – 12:00pm**

**Critical Issues to Employment Law - *Karen Smith, Esq., SPHR, EANE***

Making employment decisions in today’s workplace, increasingly involves identifying complex legal issues. We will review the key federal and state laws that affect everyday employment situations and how to make proactive and informed decisions.

**12:00 pm – 1:00 pm Lunch and Networking**

**1:00pm – 2:30pm**

**Closing More Sales – *Gary Greene, Greene Consulting***

Products and services don’t sell themselves, they need to be sold, and it’s not enough just to be an effective presenter. Learn how to read the buying signals and close the sale.

**2:45pm – 4:30pm**

**Creative Talent Acquisition Strategies – *Patti D’Amaddio, SPHR, EANE***

“I’ll just stick an ad in the paper, and we’ll fill the slot. Right?” You don’t sound so sure--and with good reason. The old ways of recruiting no longer make the grade. Investigate creative techniques to locate quality talent.