

RPCN CONFERENCE PRESENTERS



KEYNOTE SPEAKER:

BRUCE KATCHER is an industrial/organizational psychologist, founder and executive director of The Center for Independent Consulting, and president of

Discovery Surveys. He conducts employee engagement and customer satisfaction surveys. He mentors consultants. His award-winning book, *30 Reasons Employees Hate Their Managers*, and his *An Insider's Guide to Building a Successful Consulting Practice* were published by the American Management Association. Visit www.CenterforIndependentConsulting.com for more information.



TRACEY AIELLO is the leader of The August Group, the founder of Winning Career Strategies, an independent financial planner and a personal development coach. He is passionate about helping others with their career and professional transitions.



LESLIE BAMANN is assistant vice president and business and economic development officer at Canandaigua National Bank and Trust. She has extensive experience in helping small business owners get started with their financial needs.



President of Bassett IP Strategies, **DAVE BASSETT** is a registered patent agent before the U.S. Patent and Trademark Office and has experience in optics, acoustics, mechanical, chemical, business method, computer and biomechanical utility patenting, and design patenting. He has an MS in chemical engineering and an MBA from the Simon School of Business.



Since 1991, **TOM BIVIANO** has helped his clients boost revenue, achieve a healthy business culture and have more control of their businesses with his entrepreneurial spirit, dynamic sales strategy, training and mentoring experience. Extensive career achievements include sales, consulting, technology and executive management at Procter & Gamble, Mobil and IBM.



RICHARD BLAZEY has more than 30 years of experience in R&D and holds 35 patents. He left Kodak in 2003 and founded Business Metamorphosis (BML), an innovation services business, then

Intelligent Technology Trifecta, a patent brokerage, followed by the Rochester Penguin Group (business research) and Opportunity-Associates (business strategy).



MARY ANNE BURKHART has more than 30 years of banking experience. As a business development officer with Canandaigua Nation Bank, she uses her experience and skills from branch

management to acquire and grow new business relationships. She can assist with cash management services for both new and existing business customers.



LORI COHEN, president of Compass Quality Solutions, helps companies use the ISO 9001 certification process to improve business results. She is a Certified Quality Professional and holds a BS degree in Mechanical Engineering.



RAM DHURJATY has consulted for universities as well as industry, including Fortune 100 companies. His consulting includes strategic technology consulting, designing and implementing research

systems for universities, and system design and implementation for the medical device industry. His work includes precision analog circuitry, high voltage power supplies and magnetics for X-Ray systems.



LURIE ENOS, co-president of Blue Dog Marketing, has more than 20 years' experience in marketing. Enos has worked as a marketing manager and marketing director for various

technology, engineering and financial investment firms. In 2012, she left the corporate merry-go-round and launched Blue Dog Marketing with Mary Sperr.



TRACY JONG is a 20-year legal veteran, advising small and mid-sized businesses on business and legal matters. Tracy Jong Law Firm works primarily with technology innovators and the food and beverage industry. Core strengths include patents, trademarks and representation of craft alcohol beverage manufacturers, restaurants, bars and nightclubs.



PAULA ROGALA is a Certified Financial Planner at Waddell & Reed with 20 years of experience in financial services. She forms strong relationships with her clients by helping them define personal goals, creating a customized plan to realize those goals and working together to monitor progress toward those goals.



JEAN KASE is executive director of The Entrepreneurs Network (TEN) and High Tech Rochester's liaison for the Optics/ Photonics/Imaging cluster. Kase is a Certified Contracting Assistance Specialist with Monroe County Finger Lakes Procurement Technical Assistance Center (PTAC). The common focus in her consulting work is helping Upstate New York entrepreneurs.



BETH SEARS' expertise in interpersonal and organizational communication helps organizations break down barriers to create great places to work with loyal, engaged employees.



BOB LURZ coaches consultants to launch successful practices. He has helped many diverse organizations, giving him unique consulting insights. A "consultant's consultant," Lurz helps his clients understand their clients and achieve success. Lurz presents the highly acclaimed RPCN Consulting Boot Camps. He is an RPCN past president and founder-facilitator of the Business Forum. Visit www.ConsultantsAccelerator.com.

JERRY SEWARD has been an Internet and technology consultant since 1988. In addition to creating, hosting or managing more than 8,000 websites, Seward consults with sole proprietors and small businesses, helping them to select, install and use the best software, hardware and service plans to meet their technology challenges.



MARY SPERR is co-president of Blue Dog Marketing and has more than 20 years' experience in marketing and sales, including overseeing the re-branding of an engineering firm. She launched Blue Dog Marketing with Laurie Enos to work in a field she loves. Sperr also serves as councilwoman for the Town of Chili.



DOUG MABON is a Certified Mentor with Greater Rochester SCORE. Nationally, SCORE has 12,000 experienced volunteers, supported with tools and processes to assist small business. Mentoring is free to clients for the life of their business. SCORE is an alliance partner of the U.S. Small Business Administration and other community organizations.



KATE WASHINGTON is managing director of Enterprise Solutions International, with more than 15 years of experience in business consulting. ESI delivers and executes financial and strategic interventions to drive profitability for small to mid-sized businesses in North America and the Caribbean, applying an analytics-based approach to problem-solving and decision-making.



BOB MANARD has 25 years' experience as a multi-million-dollar-producing sales professional selling to companies ranging from small and medium businesses to the Fortune 500. He is a Certified World-class Speaking Coach and president of Speak4Results, where he helps clients to maximize their communications skills to generate important results.