

Marketing, Messaging & Media: Storytelling to Build Your Business conference schedule

Doors open, breakfast at 8:30 a.m.

Doors close at 4:30 p.m.

Saturday, October 26, 2013

9 a.m.

Donna Orbovich

Donna Orbovich is founder and CEO of Kisma Productions and Brilliant Commotion Coaching. She teaches clients how to break through the commotion of life so they may step into brilliant leadership in business and relationships. Donna is also a Yoga teacher and Co-founder of Source Movement Academy, which is dedicated to helping Yoga teachers and studio owners create meaningful experiences and grow their businesses. Donna opened, successfully ran and sold a Detroit business, by trusting her instincts. She attributes her ability to create a powerful presence in the community to her seven-step formula for brilliance in leadership.

9:20-11 a.m.

Lynne Golodner: the power of storytelling to build your business – start to craft your story

*Lynne Meredith Golodner is Chief Creative Officer and Owner of Your People LLC, a public relations firm in Southfield, Michigan. After 15 years as a journalist for national media, Lynne created Your People LLC to guide businesses, entrepreneurs and non-profits in growing their reach and building business. The company has consistently won awards for its creative, innovative marketing and PR programs. Lynne is an expert in marketing, public relations, social media and business development, speaking widely on the power of relationships and storytelling to build business. A graduate of the University of Michigan (BA, Communications) and Goddard College (MFA, Writing), Lynne has worked as a writer in New York, Washington, D.C., and Detroit. Her clients and speaking engagements come from across North America. She is the author of eight books, including the 2013 release, **The Flavors of Faith: Holy Breads**. Lynne lives in Southfield, Michigan with her husband and four children.*

11:15 a.m.-12:00 p.m.

Nick Hansinger: banish self-limiting beliefs

Nick Hansinger is the founder and CEO of Creative Breakthrough Coaching. Working with individuals & corporations, Nick inspires people to find and maintain their state of peak performance and leadership so they can live more focused, connected and inspired lives. For half of his 20 years as a professional musician, Nick was Assistant Orchestra Personnel Manager for the Detroit Symphony. Nick is also a Yoga instructor known for teaching engaging, challenging and fun classes with messages of inspiring quality. Having studied at the Vedanta Academy in India, Nick has combined his professional experience with intensive study of personal development and philosophy to create a process and formula for people to build their best lives.

12:00-1 p.m. lunch

1-1:45 p.m.

Lisa Diggs: All business is local

Lisa Diggs is owner of The Catalyst Company, a performance consulting business that specializes in helping organizations become more productive and profitable. In fall of 2007, Diggs founded the Buy Michigan Now campaign to ignite the revitalization of Michigan's economy. The focus of this advocacy program is to create awareness of the importance of supporting Michigan-based businesses and speaking positively about what her home state has to offer. She has been awarded the President's Call to Service Award from the Obama administration for volunteering more than 4,000 hours of service to the betterment of her community.

1:45-3 p.m.

Lynne Golodner: Write Your Pitch (templates & tactics for easy PR)

3:15-4 p.m.

Brenda Meller: Social Storytelling (social media tips & tricks)

Brenda Meller is Director of Communications for Walsh College and a social media whiz.

Sunday, October 27, 2013

9 a.m. Donna Orbovich

9:15-10 a.m.

Katherine Austin: practices to elevate your business and grow your success

Katherine Austin teaches yoga and meditation and offers spiritual leadership guidance to business owners. Founder of Karma Yoga, Inc., a business that has grown in Bloomfield Hills, Michigan, for 10 years, Katherine helps individuals move past the surface to live and work on a deeper level, eliminating stress and illusionary fear and focus more on high-level, soul-promoting achievement, relationships and growth.

10:15-11:45 a.m.

panel of business owners sharing their PR success stories

Business Owners participating:

Katherine Austin, *Karma Yoga*

Rodney Carey, *Woodward Technologies*

Steve Jasgur, *Joe Cornell Entertainment*

Evan Mountain, *Fred Astaire Dance Studio*

Alisa Peskin-Shepherd, *Transitions Legal*

Tim Ruggles, *Habitat for Humanity of Oakland County*

11:45 a.m.-12:30 p.m.

Rich Donley: visual storytelling (video & photography)

Rich Donley, APR, has 24 years of experience in public relations, journalism and marketing communications. Currently, Rich is a senior vice president, PR/marketing communications at MCCI (founded in 1993 as Mort Crim Communications, Inc.). The award-winning integrated marketing agency specializes in video, web/digital and other PR functions. Accredited in public relations (APR) by the Public Relations Society of America, Rich was the 2010 PRSA Detroit Chapter president. He is a founding member of the Detroit Regional Chamber's PR/Marketing Advisory Council, a member of the OESA Automotive Public Relations Council and is active in school/church functions, including serving as committee chair of major fundraisers. Rich graduated cum laude from Wayne State University in Detroit with a bachelor's degree, majoring in both journalism and radio/TV.

12:30-1:15 p.m.

lunch

1:15-2 p.m.

Lynne Golodner & Donna Orbovich: Determining Your True Value – how to set fair pricing that builds your business

2:15-3:45 p.m.

Panel of Media Professionals: Learn How to Pitch Your Best Stories!

Media Professionals participating:

Lisa Brody, Editor, *Downtown Publications*

Stacey Duford, Radio Personality, *WOMC 104.3 FM*

Robin Erb, Reporter, *Detroit Free Press*

Mary Griffin, Editor, *Hibu Publications*

Maryanne MacLeod, *The Macomb Daily*

Monica Mercer, Editor, *HOOR Detroit Magazine*

Amy Miller, Producer, *WDET 101.9 FM*

Jon Zemke, Editor, *Metromode*