

# Don't Forget to Register!

Online at [www.opra.org](http://www.opra.org)

Call us toll free at (855) 787-1641

Fax us at (614) 729-2484

Or send us the completed registration form to the address below!

SEE YOU AT THE  
CONFERENCE!

## 2013 Business Development Conference

SPEND A DAY ON THE

"BUSINESS" SIDE OF YOUR BUSINESS!

THURSDAY

NOVEMBER 14, 2013

KINGS ISLAND RESORT AND CONFERENCE

IT'S ALL IN WHO YOU KNOW

The key to business success often comes down to knowing the right people. Provider Resources Group believes that networking is a vital piece of the business puzzle.



Attending the 2013 Business Development Conference gives you access to the right people to help you grow your business!

"A Must Attend Event for All DD Service Agencies and Providers!"



**Provider Resources Group**  
Supporting the Business of Human Services

Provider Resources Group

1616 Lancaster Avenue

Reynoldsburg, Ohio 43068

(855) 787-1641

[www.providerresourcesgroup.com](http://www.providerresourcesgroup.com)



**Provider Resources Group**  
Supporting the Business of Human Services

Provider Resources Group

1616 Lancaster Avenue

Reynoldsburg, Ohio 43068

(855) 787-1641

[www.providerresourcesgroup.com](http://www.providerresourcesgroup.com)



# The Business of Networking

I am excited to be sharing my personal business network with you during the upcoming conferences. Embracing networking is a way to not only grow your business, but yourself as a business professional. I have had the privilege to get to know and be mentored by some of the best of the best in various fields of business. Many of these individuals will be presenting during the conference sessions, so you will truly have an opportunity to **turn my network into your network**. I have learned that there is never a question that shouldn't be asked, and it's in asking the questions that real learning takes place. Think of this as a whole day of being mentored on topics that are vital to the success of any business, big or small.

Come join us for a day of learning, networking, and fun. Our conferences will offer a casual, relaxed environment and atmosphere. Feel free to leave the business attire at home and throw on your favorite pair of blue jeans. Our presenters and vendors want to focus on you and the needs of your business. We are business men and women ourselves and we recognize what it's like to be in your shoes on a daily basis. Our presenters will be available in our Business Resource Center for more personal one-on-one networking and to answer any questions you may have. We will also have an open forum question and answer session at the end of our conference where as a group you can ask our entire panel of presenters anything that comes to mind.

I will be there growing my network right along with you.

Can't wait to see you there!

*Melissa Skaggs*

Vice President and Co-founder

*"The way of the world is meeting people through other people."  
-Robert Kerrigan*

## ABOUT OUR CONFERENCE PARTNER

OPRA (Ohio Provider Resource Association) is a statewide association of service providers. OPRA's mission encompasses advocacy and funding for providers. Their work with legislators, administrative agencies and stakeholders group is a much needed and valued resource. To learn more about OPRA and their programs visit their website at [www.opra.org](http://www.opra.org).



**Provider Resources Group**  
Supporting the Business of Human Services

*Register Early!  
Seating is limited!*



## Conference Venue and Accommodations

### Room Blocks Available at Hotel

#### Cincinnati Conference Location

Kings Island Resort and  
Conference Center  
5691 Kings Island Drive  
Mason, Ohio 45040  
(513) 398-0115  
[www.kingsislandresort.com](http://www.kingsislandresort.com)  
\*Hotel is located at the same  
place as the conference



## Vendor Network

Provider Resources Group is pleased to announce our vendor network. It is comprised of service providers whose main goal is to help your business succeed. Our vendor network provides you with access to the right people to help you with your every need.

Members of our vendor network will be in attendance at our Business Development Conferences. You will have ample opportunities to visit vendor booths and to grow your professional network with them. Learning about services offered by outside vendors is one of the best ways to grow a business.

## Door Prizes

We have asked all attending vendors to donate a door prize. All of our prizes will be business related, this is the Business Development Conference after all. Some examples of potential prizes include office supplies, leadership books, possibly even electronics.

*Maybe you will be the big winner!*

Questions? Contact Martha Dersom at  
[mdersom@providerresourcesgroup.net](mailto:mdersom@providerresourcesgroup.net)  
OR toll free at (855) 787-1641



# Speaker Biographies

**Robin Day** is the Director of Client Services for TBC Services. Robin is responsible for customer service, troubleshooting, client visits, and new client setup. She also works with software vendors to develop new customized reporting.

**David Ellison** formed Ellison Management & Training in 1996 to assist human services companies in restructuring their businesses to provide higher quality services matched with better financial results. Since EMT was formed, David has restructured over *50 businesses*; both non-profits and for-profits.

**Jim Enneking** spent seven years as the technology coordinator for a mid-size county board of DD. While there he developed an expertise in customer support, Medicaid billing, and Local Service billing. Jim has now been with Primary Solutions for the past seven years where he is responsible for sales and customer care.

**Marcia Erickson** is the co-founder of Datsmarts, LLC. Their approach is technology enables businesses to thrive and expand by utilizing hardware and software that is both assessable and affordable. Marcia and her partner Cathy Barr provide consulting, training, application development and support services for companies throughout Ohio.

**Todd McCorkle** is the Owner of McCorkle Technologies and has over 20 years experience in Information Technology. Todd works with clients on practical business solutions specializing in Business Continuity, Information Security and Technology Management. Todd has a down-to-earth approach with his clients and meets them at their technology level.

**Bill Neczypor** is the CEO and owner of Connections in Ohio, Inc. a Supported Living Provider in northeast Ohio. Bill has worked in 3 states and has successfully started two Supported Living agencies. Bill has provided Direct Care, Management, Behaviorist and Director services to the organizations he has worked for.

**Jim Perry** is the Director of Business Development at Intellinetics. Jim has 15 years of executive sales and marketing experience. Intellinetics specializes in Electronic Content Management (EMC), Workflow and Advanced Data Capture Solutions to healthcare businesses throughout the United States.

**Melissa Skaggs** is the Vice President of TBC Services and Provider Resources Group. Melissa has been working in the Medicaid reimbursement field for over 25 years. Her role provides oversight to all company operations. She also provides consultation and training to service providers. Her companies have some of the best audit histories in the industry!

**Jeff Vanik** is owner of Vanik Design, LLC, a creative services firm offering identity and branding solutions. With 20 years experience working with companies in many different industries, his ability to incorporate the right mix of creative process, design and technology, Jeff develops business solutions that are on target and on budget.

**Dennis Williamson, CPA** formed his own firm in 1991. Dennis works with both for-profit and non-profit businesses providing all aspects of accounting and tax services. He has several clients that serve the DD community throughout Ohio. Dennis is a QuickBooks Pro Advisor and presents seminars on tax preparation, privatization and integral controls.

**Jamie Zelewicz** is a Vice President with Wells Fargo Insurance Services. He is an expert in the health insurance industry. He uses his years of experience and expansive knowledge to ensure his clients receive the best health insurance products to meet the needs of any budget.

## Conference Schedule

Registration begins at 8:00am. Breakfast will be available to all attendees from 8:00-9:00am.

9:00 — 9:20	Welcome
9:30 — 10:20	Morning Session 1
10:20 — 10:40	Break
10:40 — 11:30	Morning Session 2
11:30 — 1:00	Lunch
1:00 — 1:50	Afternoon Session 1
2:00 — 2:50	Afternoon Session 2
2:50 — 3:10	Break
3:10 — 4:00	Roundtable Discussion

**If you always do  
what you've always  
done, you'll always  
get what you've  
always got.**

**-- Henry Ford**

# Benefits of Attendance

## \* Education

*Continuing Education Credits are available.*

You can never underestimate the value of learning. The Business Development Conference is all about learning new and interesting things from business professionals!

## \* Networking

With access to the Provider Resources Group vendor network you can expand your professional bubble like never before!

## \* Door Prizes

Who doesn't like prizes? Who knows, it might be your lucky day!

## \* Fun

Our casual and relaxed atmosphere invites an open forum approach to learning. Feel free to wear your favorite jeans to our conference and ask any question that comes to mind! Breakfast, lunch and breaks are included!

The distance between a passenger and a driver in a car is less than three feet, but the difference is HUGE. The driver has the choice to head toward success. The passenger just goes where he is driven.

David Cottrell  
Monday Morning Choices

“Your attitude,  
not your  
aptitude,  
determines  
your altitude.”

Zig Ziglar

# Session Descriptions

## Business Technology 101

**Presented by:** *Marcia Erickson*

Do you think technology is out of reach or too expensive? Marcia will show you how to have great technology on a budget. She will share free tools and ways to find inexpensive hardware and software to meet your needs.

## Effective Marketing Essentials

**Presented by:** *Jeff Vanik*

Branding and marketing your company is a must in a highly competitive market. Are you looking for that edge? Jeff will give you ideas on successfully marketing yourself on any budget.

## Electronic Disaster Recovery and Back-ups

**Presented by:** *Todd McCorkle*

Are you prepared if you have a disaster at your office or home? Are you backing up your data on a regular basis? Todd will give you cost saving solutions to keep your data safe and you disaster ready.

## Managing Your Time in a Busy Business World

**Presented by:** *Melissa Skaggs*

Looking for the 25th hour in the day but just can't find it? Join Melissa in this session for practical time management ideas that you can apply right away.

## Managing Your Data so Your Data Doesn't Manage You

**Presented by:** *Jim Enneking*

Need ideas on how to collect data and report on the data in ways that make it meaningful? Jim will help you discover new and interesting ways of managing your data effectively!

## Document Imaging: Safeguarding Your Information

**Presented by:** *Jim Perry*

Document imaging and retrieval can be easy, discover how! Learn ways to reduce paper along with other cost saving ideas. Jim's experience becomes your knowledge!

## Medicaid: Make Sure You're Compliant

**Presented by:** *Melissa Skaggs*

Make sure you are compliant. No one wants to pay money back. Melissa will make sure you are compliant, maintaining auditable records, and give you sample forms to ensure your success!

## Health Insurance: What You Need to Know

**Presented by:** *Jamie Zelewicz*

Do you have questions on the Affordable Care Act? Want to know what changes are coming for both businesses and individuals? Jamie has all the information you need!

## Online Industry Info: Your GPS to the Information

**Presented by:** *Robin Day*

Do you have questions about the reports available on MBS? Need to know where to go to find information about topics important to the industry? Robin has the answers you need.

## Productivity and SA Relations

**Presented by:** *Bill Neczypor*

Your Business revolves around Billable hours. Bill gives a nuts and bolts presentation on how to track this information. This session is filled with practical tips on keeping your SA informed as well as other helpful hints used in the day to day operations of your business.

## Taxes: Keeping it all Straight

**Presented by:** *Dennis Williamson, CPA*

Want more information on taxes, important deadlines and simple tax preparation ideas? Then this session is designed for you. Dennis will use his expertise to make sure you are staying compliant with IRS rules and regulations.

## Keys to Staff Retention

**Presented by:** *David Ellison*

Retaining staff in any business can be an uphill battle. Learn from David keys to retaining the best staff create an environment where staff want to stay and is ok for staff to leave.