



## Business Bootcamp for Foresters Agenda

Wednesday, August 23, 2023 | 9:00 a.m. – 4:00 p.m. | Online via Zoom

- 9:00-11:00 a.m.      **Accounting for Small Businesses**  
We will discuss the basic financial statements and how small businesses can utilize them to make decisions. We will also highlight other areas of accounting that are key for small businesses.  
*Speakers: Tom Giesen, Principal and Ryan Ritchay, Manager from CiftonLarsonAllen LLP*
- 11:00-11:15 a.m.      Break
- 11:15-Noon      **Importance of Having an Online Presence**  
Learn why having an online presence is essential to your business no matter how small or large your operation.  
*Speaker: Chris Burns, Co-Founder, Lux Level*
- Noon-12:30 p.m.      Lunch Break
- 12:30-1:30 p.m.      **Using Work Comp and E&O as a Competitive Advantage**  
What happens when someone messes up...big time? E&O coverage, the protection true professionals need to prevent financial failures and stay in business financially strong.  
*Speaker: Dan Diebitz, Spectrum Insurance*
- 1:30-1:45 p.m.      Break
- 1:45-2:45 p.m.      **Succession Planning: Begin with the End in Mind**  
Business owners and entrepreneurs spend so much time on their product or service (working in the business), they sometimes forget about working on the business. That includes what to do for an exit strategy, which should truly be considered on the front end. What is your long-term goal (e.g., sell, next generation, close) for your business? You and your investors will want to know what is down the road for them.  
*Speaker: Todd Kuckkahn, Public Speaker, Business Owner*
- 2:45-3:00 p.m.      Break
- 3:00-4:00 p.m.      **Contracts and Bidding Formalities - Public and Private**  
This session will address basic legal considerations when entering into business contracts or placing bids. The presentation will start with an overview of what is required to enter into a contract, followed by an examination of certain key contract provisions. Requirements for bidding procedures for both public and private contracts will then be reviewed.  
*Speaker: Steven Thompson, Anderson Law*