



SEMINAR & WORKSHOP SCHEDULE OF EVENTS PARNASSAH EXPO 2015

DAY 1: Tuesday, March 17

	Large Ballroom	Junior Ballroom	Seminar Room 1	Seminar Room 2	Seminar Room 3	CAREER SECTION PAVILION
12:45 pm-1:45	<p>Charlie Harary- opening Duvi Honig: Letter from the White House Ezra Friedlander- speech 12:30 pm-2:00 pm</p>  <p>OJC - Orthodox Jewish - CHAMBER OF COMMERCE a division of Parnassah Network</p>	THIS ROOM RESERVED FOR WOMEN IN THE WORKFORCE FROM 11:30 3:30	<p>Naphtali Hoff President, Impactful Coaching and Consulting; The Vitamin C's of Starting a Business</p>		<p>Elly D. Lasson, SPHR, Ph.D. (Moderator); HR Consultant and Adjunct Professor at University of Maryland: How to Ace Your Next Job Interview</p>	
2:15-3:00	<p>MARKETING TRACK Menachem Lubinsky, President & CEO LUBICOM Marketing & Consulting; Marketing Your Business Without Money</p>	THIS ROOM RESERVED FOR WOMEN IN THE WORKFORCE FROM 11:30 3:30	<p>PANEL: LEGAL The Life Cycle of a Business: From Birth to Afterlife and Beyond -- Maximizing Value at Every Step</p> <ul style="list-style-type: none"> • E. David Smith Esa. Smith & Associates • Ira J. Perlmutter; T5 Equity Partners • Ed Neiger, Bankruptcy attorney • Yosef Levine Audit Director, Deloitte & Touche 	<p>NON-PROFIT TRACK: Herschel Leiner. President H. Leiner & Co. Maximizing Non Profit success; Ambassadors of Altruism: The Rewarding Field of Fundraising</p>	<p>Craig (Tzvi) Gherman, U.S. Corporate Partner at SchwellWimpfheimer & Associates Is Your Legal GPS Saying "Ready? Let's Go!" or "Route Recalculation"? Navigating Your Legal Roadmap to Form, Run and Grow Your Business</p>	<p>NON-PROFIT TRACK: Yaniv-Meirav is President and CEO of CHAZAQ; Making your Non-Profit different than others</p>
3:00-3:45	<p>PANEL DISCUSSION : SECURITY * Zvi Bar-Levav, CEO of Recursion Ventures. * Levi Gross * Detective Shlomo Koenig</p>	THIS ROOM RESERVED FOR WOMEN IN THE WORKFORCE FROM 11:30 3:30	<p>Mark Strimber, International Tax Senior Manager at McGladrey; Climbing the corporate ladder while remaining firmly grounded in Torah values.</p>	<p>Allan Glazer. AHG Consulting; What do you bring to the table? Why should they hire you?</p>	<p>Steven Shain; Boost your Customer Experience, and Radically Enhance your Business</p>	<p>CAREER PANEL: Ronald (Reuven) Ansel, MBA, CPC: Director, Career Services at Touro College Chaya Appel -Fishman, J.D: The Jewish Woman Entrepreneur Moshe Kravitz: IDT Corporation Elly D. Lasson, SPHR, Ph.D. (Moderator); HR Consultant and Adjunct Professor at University of Chaim Shapiro, M.Ed: Assistant Director, Career Services at Touro College Maryland</p>
3:45-4:30	<p>NON-PROFIT TRACK Shea Rubenstein, JCC of marine park and the J group; Redefining fundraising, and proven methods to generate income for your non-profit.</p>	<p>Shimmy Braun, Regional Director of Physician Outreach Maimonides Medical Center; The Science of Selling</p>	<p>Chaim Shapiro, Assistant Director of Career Services at Touro College; LinkedIn 101: Mastering the Basics of this Business Social Media Platform</p>	<p>MARKETING TRACK Ami Bielinki, Managing Director, Cherrystone Interactive, Connecting the Digital Dots: Crafting a Smart Advertising Strategy</p>	<p>Chaskel Bennett: Founder and CEO of MBA Supply Company of NY: Cutting Costs: Increasing Building Profitability In Uncertain Times</p>	<p>NON-PROFIT TRACK YANIV MEIROV is President and CEO of CHAZAQ; Making your Non-Profit different than others</p>
4:30-5:15	<p>CEO PANEL: 4:45</p>  <p>OJC - Orthodox Jewish - CHAMBER OF COMMERCE a division of Parnassah Network</p>	<p>Shimmy Braun, Regional Director of Physician Outreach Maimonides</p>	<p>Shmuel Brownstein, E-Commerce consultant.; The different options of selling on e-commerce Buying and selling as a beginner</p>	<p>MARKETING TRACK Chanina Katz, President of Bullseye Marketing; "The Psychology of Emotional Marketing - the Short Cut to Exceedingly Successful Advertising" NON-PROFIT TRACK</p>	<p>Marc Vorchheimer; 7 SECRETS TO FINANCIAL INDEPENDENCE</p>	<p>ONE-ON-ONE consultations: S. Ronald (Reuvain) Ansel, MBA, CPC, Director of Career Services Touro College; Career Counseling</p>

Seminars organized by