

## PROGRAMMING AND SPEAKERS

### **Communicating at Work with Veterans, Boomers, Xes, Millennials and GenZ**

*Kit Welchlin, Welchlin Communication Strategies*



With four or five different generations converging upon the workplace, everyone needs to be equipped with practical strategies to deal with the differences. If you're a 28-year-old manager, how do you establish credibility without seeming arrogant? If the Baby Boomers have most of the good jobs in your organization, how do you keep your young people around? If you are significantly younger than everyone else on team, how do you get people to listen? Besides these generational communication dynamics, it may be time to start discussing options and approaches to ownership and management succession. In this seminar, you will learn:

- To sort through the stereotypes of each generation
- To identify each generation's particular strengths and weaknesses
- How to attract, retain and motivate each generation
- Considerations concerning emerging leaders and succession planning

A born public speaker and trainer, Kit Welchlin began public speaking at the age of 9 in 4-H. By 16, he was organizing and facilitating presentations on leadership, citizenship, community service and motivation for the 4-H and Future Farmers of America. Kit purchased his first manufacturing company at age 21, and by 26 was CEO and Chairman of the Board of three manufacturing companies in three states. He's been an instructor with the Minnesota State Colleges and Universities, where he has been repeatedly nominated Outstanding Faculty. He is a Professional Member of the National Speakers Association.

### **Cracker Barrel: Technology Tools and Software Efficiencies: CRM, CRP, Project Management**

*Moderator: Christina Calaway, Director of National Sales, MaxLite*



This cracker barrel is a circle of conversation about the technology tools and software efficiencies that assist you in your business, is moderated by NALMCO Member and will include live polling for maximum attendee engagement.

Christina Calaway is the Director of National Sales for the ESCO Channel at MaxLite. She has over 22 years of experience in the lighting industry, having held various positions of responsibility throughout her career including Partner of the Cleveland Agency for GE for several years and branch manager of one of the largest electrical distributors in Cleveland. Christina joined NALMCO in 2014 and began focusing on renovation. She was appointed to the NALMCO Board of Directors in 2016 and is currently serving her 4th year on the NALMCO Program Committee. Christina's passion is providing unparalleled products and services to her customers and earning their trust as a valuable resource for their business.

### **Economy on the Cusp: Anticipating 2020**

*Chris Kuehl - Managing Director, Armada Corporate Intelligence*



This has been a tumultuous year thus far and there is no reason to expect anything different in 2020 given that this is an election year and one that promises to be more fractured and emotional than any in years. Does the economy keep barreling along on strength of consumer demand and low joblessness? Do the multiple trade wars put a dent in US and global growth? Will political decisions supersede economic motivations, creating more harm than good? What can be expected from the likes of the Federal Reserve, Congress, the 50 states and the overall government bureaucracy?

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Dr. Chris Kuehl is a Managing Director of Armada Corporate Intelligence. He provides forecasts and strategic guidance for a wide variety of corporate clients around the world. He is the chief economist for several national and international organizations – Fabricators and Manufacturers Association; National Association of Credit Management, Finance, Credit and International Business; and the Business Information Industry Association. He is also the economic analyst for several state accounting societies – Missouri, Kentucky, Tennessee and Kansas.

Prior to starting Armada in 1999 he was a professor of economics and finance for 15 years – teaching in the US, Hungary, Russia, Estonia, Singapore and Taiwan. He holds advanced degrees in economics, Soviet studies and East Asian studies.

Chris is the author of Business Intelligence Briefs and Executive Intelligence Briefs - both publications from Armada. He is also responsible for the Credit Manager's Index from NACM and Fabrinomics from the FMA.

### **Who Turned Out the Lights? Foiling Wily Hackers to Protect Critical Business Functions and Data and Cyber Security Panel Discussion**

*Ron Woerner, CISSP, CISM - President / Chief Trusted Advisor, RWX Security Solutions, LLC*



Cybersecurity threats such as Business Email Compromise (BEC), ransomware and account take-overs are on the rise causing outages for all types and sizes of organizations. Learning which issues to watch out for and how to best respond to threats can help you keep your business safe and secure. This session provides foundational knowledge to secure your critical systems, data and online accounts. Using the NIST Cybersecurity Framework, an international standard created by the National Institute of Standards and Technology, Ron takes you through a five-step process that can help you better secure your business, reduce fraud and keep the lights on.

#### Learning Objectives:

- Why you're a target of cyber hackers and fraud
- Physical security vs. cybersecurity
- Identifying what you have that's valuable to others
- Protecting valuable data and accounts
- Detecting a breach
- Responding to an incident in an efficient manner
- Recovering from a breach
- Technology checklists for small and medium businesses

Ron is also moderating a cyber security panel discussion with NALMCO members who have experienced security breaches. The panelists include: Wendy Fry, The Retrofit Companies; Voss Lighting; Ron Hughes, Lighting Resources, LLC; and Rob Wilson, Stones River Electric

Ron Woerner, CISSP, CISM has over 25 years of IT and Security experience and is a noted consultant, speaker and writer in the Security industry. As President and Chief Trusted Adviser at RWX Security Solutions, he works as an IT Security Consultant performing security audit and risk assessments for small, medium and large organizations. Ron established the Cybersecurity Studies program at Bellevue University, an NSA Center of Academic Excellence where he still teaches. He has been a featured speaker at the (ISC)2, ISACA and RSA conferences. His crowning achievement was being selected as the AFA CyberPatriot Mentor of the Year in 2014 for his work with High School Students. Ron loves to talk to others who are passionate about security and privacy.



**66<sup>TH</sup> Annual Convention & Trade Show**  
Radisson Blu Mall of America  
Bloomington, Minnesota  
**October 13–16, 2019**

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