



CEO Institute Annual Executive Retreat

Thursday, April 20th, 8:00 a.m. to 2:30 p.m.

16479 Dallas Pkwy, 1st Floor Conference Room, Addison, TX 75001

This year our professional development sessions will be led by four Members of The CEO Institute whose topics are listed below. The Keynote Speaker will be Ross Hill, CEO of Bank2. Come and get to know the other CEO Institute Members better and enjoy some great networking & food!



SESSION 1

George Makaye, CEO of GXA

Cybersecurity - How To Protect Your Business Against CyberFraud.

Fraud Scam has ruined the careers of many executives and loyal employees. Also known as the Business Email Compromise (BEC), the FBI reports that it this type of cybercrime has victimized more than 22,000 organizations worldwide and is responsible for losses of more than \$3 billion.

Despite these statistics, Cybersecurity remains a blind spot for most small business CEOs. Because IT impacts every facet of your business, IT security discussions have moved to the boardroom. Any company, led by its CEO, must quickly learn to integrate these skills and technologies into day-to-day operations – or face the consequences.



SESSION 2

Tim Pugliese, CEO, Commercial Ideas

Boldly Living Out Your Faith in the Marketplace

For many years Tim was a “quiet” Christian in the marketplace. But recently a colleague challenged Tim to show additional leadership at his Company including more openly spiritually shepherding his flock. Tim will talk about his company and its employees have been transformed by a short time of daily prayer each morning before work and his increased resolve to project his faith in the marketplace.

MORE ON BACK



SESSION 3

Eric Eager, President of Biznet Software

The 2017 Customer Journey

The world is changing at a rapid pace and so has the way we buy products and services. In this presentation, Eric will discuss how over the last 10 years, the internet has disrupted every industry. He will share with you why the traditional methods of marketing are becoming less and less effective.

This presentation will review the new ways that customers are interacting with companies and share with you methods/tools that can help you generate higher quality leads that close eight times faster. He will also talk about the next steps of journey after they become a customer and how you can make them raving fans of your company. Finally, he will walk you through the steps his has implemented at his company and the lessons learned.



SESSION 4

Wes McDaniel, CEO of Ideal Impact

Developing People to Maximize the Potential God Gave Them

People are our number 1 asset. If we have great people working with us, and they have maximum success, our business/ ministry prospers, also. We will be going through practical methods to develop people to get the best results. How to help build them & to maximize their desire to get the best results they can.

We will go through practical ways to directly connect compensation to results, applied wisdom and behaviors. This will include ways to motivate them to achieve great things.



KEYNOTE SPEAKER

Ross Hill, CEO of Bank2 Online, Oklahoma City

"Building Better Lives - The Ripple Effect."

The gist of the message is to encourage Christian business executives to use their life and their business for the Lord. The Triple Bottom Line: Love God = Purpose, Love Others = People, Seek Him = Profits.

COST TO ATTEND: No out of pocket costs for existing Members.

Registration included in your dues.

Additional Registrants from your Company \$150.00.

REGISTRATION DEADLINE: Friday, April 13th 2017

Please respond to lanek@ceoinst.com