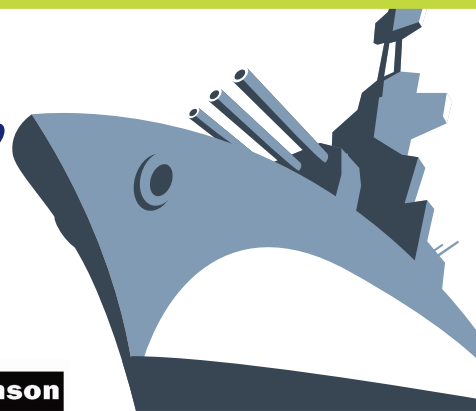


Damn the torpedoes, full speed ahead!



A SEMINAR PRESENTED BY:



Seminar overview

"Damn the torpedoes, full speed ahead!" This line was immortalized by Union Admiral David Farragut upon witnessing one of his ships sink after steering into a minefield and being hit by a torpedo. Although he knew more mines awaited them in the bay, to hesitate would have meant disaster, thus Admiral Farragut ordered his fleet to advance toward the goal – meeting danger head-on.

The same strategy could be applied to doing business during these challenging times. Meet these dynamic business owners who have not taken their eyes off their goal and have flourished in spite of the economic downturn. Learn what has worked for them and how you can apply their ideas to your business, making it strong and moving **"Full Speed Ahead."**

Speakers

Keynote speaker: Conor Caloia, General Manager, Madison Mallards

Presenter: Anita Matcha, Strategic Advisor, Smith & Gesteland, LLP

Presenter: Attorney Jennifer Mirus, Employment Law Attorney, Boardman & Clark LLP

Presenter: Mary Jo Spiekerman, Vice President & Director of Human Resources Consulting

Panel discussion

Gain insight straight from the experienced members of our featured panel, which will consist of our three presenters as well as **Joe Wolf**, *President and CEO, Wisconsin Business Development*; **Geoff Hale**, *President, Home Lumber Company*; **Renee Moe**, *Vice President of Marketing and Development, United Way*; and **Randy Banks**, *Director of Marketing and Client Service, Strang, Inc.*

Time and place

Friday, February 24, 2012

7:30 a.m. – 11:30 a.m.

Madison Marriott West

1313 John Q Hammons Drive
Middleton, Wisconsin 53562

Schedule

7:30 a.m.

Registration

8:00 – 8:45 a.m.

Keynote Speaker
Conor Caloia
General Manager
Madison Mallards

**"How We Do it at the
Madison Mallards"**

8:45 – 9:15 a.m.

Anita Matcha
Strategic Advisor
Smith & Gesteland, LLP
"80/20 Your Life and Work"

Who should attend

- Small business owners/managers
- Anyone dealing with the current economic times

Fee

This seminar is free of charge.

9:15 – 9:45 a.m.

Jennifer Mirus

Employment Law Attorney
Boardman & Clark LLP
**"HR Legal Strategies to Sustain
a Top-Notch Workforce"**

9:45 – 10:00 a.m.

Break

10:00 – 10:30 a.m.

Mary Jo Spiekerman
VP, Director of HR Consulting
Hausmann-Johnson Insurance
**"Employee Morale During
Tough Times"**

10:30 – 11:30 a.m.

Panel discussion

Register online at: <http://torpedoesseminar.eventbrite.com/> or call 608.283.7577.