

OUR KEYNOTE: Making Kentucky First In Good Business

Scott Koloms is owner of [FMS pbc](#), Kentucky's first Public Benefit Corporation and the first janitorial service in the world to become a certified B-Corp. He's also Co-Founder of [Canopy](#), a nonprofit enterprise working to cultivate and certify for profit social enterprises in Kentucky and to make our state the place to be for socially conscious businesses.

Scott will share the story of FMS, the rise of social enterprise in Kentucky and aspirations of Canopy for our state's future.

PLENARY PANEL DISCUSSION:

From Member to Buy Local Advocate: A Panel & Open Discussion (Plenary)

Have you been thinking about how to maximize your involvement with LIBA and buying local? We'll have members on a panel (each at different levels of participation, from founders to newbies) to share their inspiration, practical matters like fitting it all in, and results of their involvement with LIBA.

Thanks to Ashley Parker of [Parker & Klein Real Estate](#) (current LIBA Board President), Nicole Bartlett of [Louisville Salt Cave](#), Toph Bryant of [Kentucky Science Center](#) and others who will be on the panel, which will be moderated by Jennifer Rubenstein, Executive Director of LIBA.

MOVEMENT BUILDING BREAKOUTS (choose one):

Building the Buy Local Movement Into Your Marketing

Moderated by Tracy Karem of [Louisville Public Media](#), this panel will offer real life stories from 3 local businesses across a range of industries: Matt Stack of [Stack Insurance](#), Ben Jones of [Better Days Records](#) and Laurie Scarborough of [Door Store and Windows](#). Then we'll open it up to questions and discussion with the audience about best practices.

Ways To Engage With Your Elected Officials

Summer Auerbach of [Rainbow Blossom Natural Food Markets](#) and Barbara Nichols of the [South Louisville Business Association](#) are co-leaders of LIBA's Advocacy Committee (along with Patrick Schmidt) and will lead this session. Engaging with local elected officials may seem to fall outside the day-to-day demands of running your business, but doing so can have a big impact on the public policies that shape our local economy and help determine whether independent businesses like yours succeed. We'll be sharing and discussing tips and straightforward ways to engage using the [Institute for Local Self Reliance](#)'s "Local Policy Action Kit."

Diversifying The Buy Local Movement

Johnetta Roberts (LIBA Neighborhood Initiatives Manager) and Shaun Spencer ([West Louisville Dream Team](#) and [Trimen Solutions](#)) will moderate a discussion about diversity and inclusion in the Buy Local Movement. One of LIBA's 5 year goals is to have the membership and leadership of LIBA reflect the diversity of our city, both in geography and race. LIBA is often considered a 'Highlands organization' but we have made significant progress in becoming a true city wide organization. We won't succeed unless the whole city succeeds. We'll spend part of our time on what LIBA has been up to so far, and then we'll explore ideas and strategies for moving forward.

Engaging Your Staff In The Buy Local Movement

[Carmichael's Bookstores](#) are a prime example of engaging your staff in the Buy Local movement. In one famous instance last year, a staff member kindly wrote to a well known author about including an Amazon link in tweets. In response, the celebrity asked followers to order a book from Carmichaels, generating over 1,000 orders in 5 hours. But there's much more to how having knowledgeable staff can be helpful! Hear from Michelle Shaver of Carmichael's about how they educate and empower their employees to be part of the Buy Local movement.

NUTS & BOLTS BREAKOUTS (choose one):

Harness the Power of B2B Social Selling

Think social media is just for retailers? Delene Taylor of [DML0 CPAs](#) shares best practices for building relationships via social media for your service-based business.

Professional Writing: Press Releases, Blogs & More

There's so much to be gained by putting your best foot forward online and in the media. Ali Hawthorne of [M2 Maximum Media](#) and Stephanie White of [LouisvilleFamilyFun.net](#) share their expertise.

Social Media Branding & DIY Video Tips

Small business owners wear a lot of hats, so how do you do a decent job at social media and videos when your marketing budget is tight? Drake Hatfield of [Hatfield Media](#) shares his expertise in making your efforts shine.

Client Retention Best Practices

Led by a facilitator, this roundtable will have everyone sharing best practices and successes from their businesses, acting as a sounding board and sharing constructive feedback with like-minded people.

Don't Avoid It: Your Financials

We all know our financial reports are important. But if you weren't born to be an accountant, how do you get comfortable interpreting your financials? Understanding your numbers is an essential tool for your business to grow and succeed, and the [Louisville Small Business Development Center](#) will help you get there.