



# ANNUAL PITTSBURGH BUSINESS SHOW

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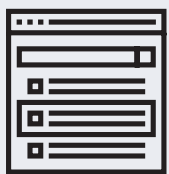
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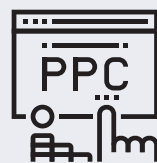
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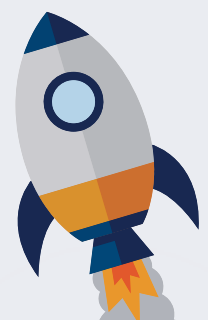
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# ABOUT THE PITTSBURGH BUSINESS SHOW

The Pittsburgh Business Show was started by Linda Jo and Bryan Thornberg. As seasoned business owners who have been working in business development for more than 50 years combined, they know that it's essential to focus on building successful relationships with people and companies in the region.

The Pittsburgh Business Show's mission is to become an integral piece of the growth and foundation of the Pittsburgh business landscape. Our vision is to help build partnerships, bring professionals together for networking, and create opportunities for new and existing businesses in and around the Pittsburgh area. We know that Pittsburgh is one of the most difficult regions to market in. This Show was created to help bring together great businesses from all parts of the Pittsburgh region and connect them with other businesses that they haven't yet had the opportunity to meet by having an annual B2B trade show right in the heart of the city.

Pittsburgh is surrounded by great communities filled with champions in business. It is time that we come together and make our mark. Pittsburgh is also filled with thousands of small-to-medium locally-owned businesses, and the Pittsburgh Business Show is one of them. This Show is about creating a larger community for our region, and that is connected through the Pittsburgh Business Show using our website, quarterly events, and networking opportunities throughout the year.

Our goal is to help connect business owners, entrepreneurs, and startups achieve their goals and ultimately increase their revenue streams. The Pittsburgh Business Show provides you with the tools to make that happen. This two-day B2B expo offers a full slate of presenters, exhibitors from

various industries, and a one-of-a-kind networking and casino night fundraiser event in honor of Junior Achievement.

"We've met so many entrepreneurs and executives who have helped us, and who we've helped in return, by providing them with business leads, resources, or just a helping hand. We wanted to continue doing that, but on a much larger scale. The Pittsburgh Business Show is a trade show, professional development series, and networking event that's focused on the many businesses in the region and beyond. The Show has something to offer every business, every company, and every entrepreneur," says Linda Jo Thornberg, President of the Pittsburgh Business Show.

This two-day B2B expo offers a full slate of presenters, exhibitors from various industries, and a one-of-a-kind networking and casino night fundraiser event in honor of Junior Achievement. The Show will also provide training, insight, and networking opportunities for attendees, with helpful workshops delivered by industry experts from across the region. It is the first B2B trade show in Pittsburgh to feature an elaborate marketing and technology platform that will encourage attendance and boost promotion.

"This is the Pittsburgh Business Show's inaugural event, and the PBS staff is excited to present 30+ speakers and workshops and 100+ Exhibitors, while welcoming thousands of attendees in just the first year," said Linda Jo.

It's a pleasure to do business with you, your staff, and your company. We look forward to connecting with you during the show, please feel free to fill out our feedback form on our App or reach out to us at [info@pittsburghbusinessshow.com](mailto:info@pittsburghbusinessshow.com) We'd love to hear your ideas to make the 2018 Pittsburgh Business Show an even greater success.



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# ABOUT THE SHOW PRESENTERS

*Linda Jo Thornberg, President*



Linda Jo Thornberg is President of the Pittsburgh Business Show, with a passion for all things Pittsburgh. Raised in the Mon Valley area, she attended Edinboro University of PA and Mercyhurst College, and began her career in the bridal industry working in both boutique and corporate settings.

She's had the pleasure of working with and learning from respected women leaders. These mentors taught her life lessons and business skills that she has used to help create the Pittsburgh Business Show. These experiences allowed her to grow as a leader and ultimately be in a position where she was able to help build teams, increase sales in numerous organizations, and empower women all over the country. She has nearly 20 years of event management experience, running large-scale events at multiple venues across the country, and focusing on women-inspired businesses.

"These experiences prepared me to create the Pittsburgh Business Show, which is one the largest B2B shows in the Northeast United States. We're building an annual event that will resonate in the Pittsburgh business community for years. I want business owners to see the vision of the Pittsburgh Business Show and to help them make connections, learn about new products, and drive their revenue through relationships and leads. We are creating a legacy for businesses in our region for years to come," says Linda Jo.

Linda Jo takes great pride in being the President of the Pittsburgh Business Show. The show allows her to be in touch with hundreds of businesses and business owners throughout the Pittsburgh region and to be part of the success of bringing partners in businesses together throughout the region.

"When you love what you do every day, and at the same time help others grow and become more successful, you have a winning career. My passion is to help people find ways to partner and grow their businesses. The show allows me to do this every day, and I will continue to do so through all the marketing, consulting, and time that I can spend with businesses," she says.

*Bryan Thornberg, Managing Partner*



For more than 25 years, Bryan Thornberg has been very active in the Pittsburgh business community.

Fifteen years ago, he founded Higher Images, one of Pittsburgh's largest and long-standing full service digital marketing firms. As he met more people within the business community, he became a member of BNI, TSBN, and the Small Manufacturing Council. He also belonged to additional Chambers around the Pittsburgh region, as well as various networking groups.

As President and CEO of Higher Images, he has always helped companies achieve their goals and realize results through a vast number of strategies targeted in the digital world.

"While my company's specialty is within the digital sphere, I know that the most effective way to grow your business is through relationships and personal connections. I'm excited about the tremendous opportunities that attendees and exhibitors will be exposed to at the Pittsburgh Business Show," he says.

Widely respected for his entrepreneurial spirit and unmatched intensity for corporate pride in the collaborative work produced by the team, he is proud to realize his dream of the Pittsburgh Business Show and help businesses and the economy grow in the region.

"Our mission was to create a free event in the northeast United States that provides business owners, corporate-level executives, and entrepreneurs with the tools that they need to achieve their goals and drive revenue. As an annual show, the potential for this expo is unlimited, with businesses from every industry attending," said Thornberg.

Bryan's most recent accomplishment is becoming a Board of Director Member for the Mid Atlantic Alliance for Performance Excellence (MAAPE), a 501c(3) nonprofit corporation that helps all types of organizations improve their performance and outcomes.



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8:30 a.m. Main Stage	<b>Ribbon Cutting Ceremony / Opening Remarks</b> Linda Jo Thornberg and Bryan Thornberg
9 – 10 a.m. Main Stage	<b>Winning with Google</b> Pragya Banthia, Google, sponsored by Higher Images
9 – 10 a.m. Room 333	<b>Achieve Greater Success, Balance Results!</b> Rob Costanza, The Growth Coach Three Rivers
9 – 10 a.m. Room 334	<b>Personal Retirement Options for Business Owners</b> David Maniet, Maniet Financial Services
9 – 10 a.m. Room 335	<b>Working with College and University Career Centers to Build your Talent Pipeline</b> Monica Clem, Edinboro University of PA
10:15 a.m. Higher Images Booth, Main Lobby	<b>Tech Tools Podcast</b> JJ Lynn, Alex Hepler and Craig Hodgkins Presented by Higher Images
10:30 a.m. Main Hall A, Booth 303	<b>Be Your Own Boss</b> Leanne Bauer and Rebecca Emanuele, Farmers Insurance
11 a.m. – 12 p.m. Main Stage	<b>Spring into an Extraordinary Life...Learn the 7 Steps to a Successful Side Hustle</b> Darieth Chisolm, Visibility and Media Strategist
11 a.m. – 12 p.m. Room 333	<b>Managing Your Online Reputation</b> Brandon Marsico, Higher Images
11 a.m. – 12 p.m. Room 334	<b>How to Become a Successful Entrepreneur!</b> Susan Miller, Women's Small Business Association
11 a.m. – 12 p.m. Room 335	<b>Profit with a Purpose</b> Eric Davis, Elliot & Davis, PC
12 p.m. Main Hall A, Booth 303	<b>Be Your Own Boss</b> Leanne Bauer and Rebecca Emanuele, Farmers Insurance
1 – 2 p.m. Main Stage	<b>Talk Saves Lives™ – Suicide Prevention in the Workplace &amp; Communities</b> Jennifer Sikora, American Foundation for Suicide Prevention
1 – 2 p.m. Room 333	<b>5 Foolish Mistakes Your Competitors are Making That's Killing Their Pittsburgh Business... Don't Make Them Too!</b> Melanie Holscher, Women's Small Business Association
1 – 2 p.m. Room 334	<b>ROI of Training</b> Dr. Denis Rudd II, New Horizons Computer Learning Centers of Pittsburgh
1 - 2 p.m. Room 335	<b>How to Become a Part of Your Community without Breaking the Bank</b> Felicia Mycyk, Ambridge Connection
1:30 p.m. Main Hall A, Booth 303	<b>Be Your Own Boss</b> Leanne Bauer and Rebecca Emanuele, Farmers Insurance
3 – 4 p.m. Main Stage	<b>The Perfect S.T.O.R.M. - How to Develop a Well-Rounded Digital Marketing Strategy</b> Dan Harmon, Higher Images
3 – 4 p.m. Room 333	<b>Jim Shorkey's Blueprint for Success</b> Jim Shorkey, Results from Thinking Sponsored by Business Networking International
3 – 4 p.m. Room 334	<b>Getting Your Sales Team Focused on Selling: Leveraging Technology, Automation and Process Design in Support of Your Sales Activities</b> Dan Hersh, Engaged Prospect, sponsored by Stay Connected Networking
3 – 4 p.m. Room 335	<b>Secrets to Buying or Selling a Business</b> Salvador Acosta, Landon and Acosta
3 p.m. Main Hall A, Booth 303	<b>Be Your Own Boss</b> Leanne Bauer and Rebecca Emanuele, Farmers Insurance
5 p.m. – 8 p.m. Main Hall A	<b>Casino Night Networking Event and Fundraiser</b>
5:30 p.m. – 8 p.m. Main Hall A	<b>Edinboro University of PA Alumni Networking Event</b>

<b>9 – 10 a.m.</b> Main Stage	<b>How Offering Financing Can Help Grow Your Company and The Bankability Factor</b> Steve McMahon, Dollar Bank & Dave Weber, Dollar Bank
<b>9 – 10 a.m.</b> Room 333	<b>Vision Architecture</b> Chris Flickinger, sponsored by The Alternative Board
<b>9 – 10 a.m.</b> Room 334	<b>Learn How the Online Learning Environment is Changing the Face of How Businesses Operate Today</b> Brandi Weber-Mortimer, Slippery Rock University of PA
<b>9 – 10 a.m.</b> Room 335	<b>What Is the Cloud and Is It Right for Your Business?</b> <b>Joe Hasson and Julio Velasquez, Empower Business Solutions</b>
<b>10:30 a.m.</b> Main Hall A, Booth 303	<b>Be Your Own Boss</b> Leanne Bauer and Rebecca Emanuele, Farmers Insurance
<b>11 a.m. – 12 p.m.</b> Main Stage	<b>Winning with Google</b> Pragya Banthia, Google, sponsored by Higher Images
<b>11 a.m. – 12 p.m.</b> Room 333	<b>Make \$5K+ a Day Hosting Workshops, Boot Camps &amp; Retreats</b> Darieth Chisolm, Visibility and Media Strategist
<b>11 a.m. – 12 p.m.</b> Room 335	<b>Company Owner Management Assessment: Manage by Behavioral Science</b> Glenn Flickinger and Frank Skowron, The Alternative Board
<b>12 p.m.</b> Main Hall A, Booth 303	<b>Be Your Own Boss</b> Leanne Bauer and Rebecca Emanuele, Farmers Insurance
<b>1 – 2 p.m.</b> Main Stage	<b>ERISA Compliance Checklist - The 12 Questions Every Employer with 401(k) Needs to Ask Themselves</b> Darren Hovsepien AIF®, sponsored by Maniet Financial
<b>1 – 2 p.m.</b> Room 333	<b>Converting Your Business' Website Into a Customer Generation Engine</b> Alex Rutkowski, Higher Images
<b>1 – 2 p.m.</b> Room 334	<b>Security Inside and Out</b> Bill Livolsi, Automated Card Services
<b>1 – 2 p.m.</b> Room 335	<b>Media, Motivation, and Marketing for Business Success</b> Dr. Shellie Hipsky, Inspiring Lives Magazine
<b>1:30 p.m.</b> Main Hall A, Booth 303	<b>Be Your Own Boss</b> Leanne Bauer and Rebecca Emanuele, Farmers Insurance
<b>2 p.m.</b> Higher Images Booth, Main Lobby	<b>Tech Tools Podcast</b> JJ Lynn, Alex Hepler, Austin Roat, Chel Olsanski and Craig Hodgkins Presented by Higher Images
<b>3 – 4 p.m.</b> Main Stage	<b>Millennials and Generation iY</b> Monica Clem, Edinboro University of PA
<b>3 – 4 p.m.</b> Room 333	<b>Rock, Shock and Survive - Interactive Simulation Workshop on How to React to Emergencies and Impact Safety in the Workplace</b> Jennifer Buss and Joseph Musco, Keep Up the Beat
<b>3 p.m.</b> Main Hall A, Booth 303	<b>Be Your Own Boss</b> Leanne Bauer and Rebecca Emanuele, Farmers Insurance
<b>4 p.m.</b> Main Stage	<b>Junior Achievement and Recognition and Acknowledgment</b> Dennis Gilfoyle, Linda Jo Thornberg and Bryan Thornberg

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# EXHIBITOR MAP

# PITTSBURGH BUSINESS SHOW

## Pittsburgh Business Show 2017

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Pittsburgh, PA

April 19-20, 2017

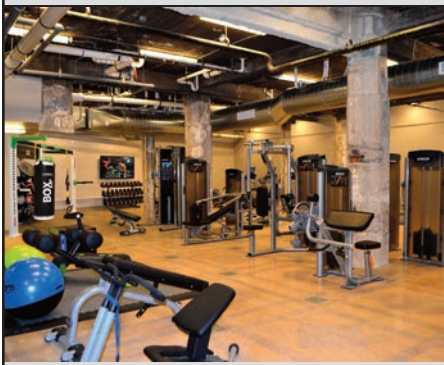




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# PITTSBURGH BUSINESS SHOW SUPPORTS LOCAL NON-PROFIT ORGANIZATIONS

*Business leaders usually focus on for-profit business strategies, ideas, and technologies, but non-profit companies are often at the forefront of innovative programs that can introduce successful ideas to for-profit entities. The Pittsburgh Business Show has found that non-profit success develops from a mixture of traditional business models that are strengthened by fresh approaches to advocacy, education, and fundraising.*

*The Pittsburgh Business Show is proud to support several non-profit organizations in the Pittsburgh area, as well as throughout Pennsylvania and the Mid-Atlantic region.*

## Administrative & Operational Solutions for the Nonprofit Community and the For-Profit Sector

Alliance for Nonprofit Resources, Inc., provides nonprofit organizations and the for-profit sector professional and qualified administrative and operational supports, services, and consultation related to human services management and business practices. Our services are designed so that nonprofit organizations and programs, as well as those of commercial companies, meet the needs of individuals and the community in an effective and efficient manner. Both nonprofit and for-profit organizations can benefit from our experienced staff and comprehensive services. We provide professional administrative support and operational solutions for your information technology, management, financial needs, and operational supports as an extension of your back office.



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*Junior Achievement of Western Pennsylvania* is the official charitable organization of the Pittsburgh Business Show. This



organization prepares young people for economic success and supports free enterprise. The Pittsburgh Business Show will be supporting JA with generated revenue at an awards ceremony on the closing day of the show to help grow the next generation of entrepreneurs in our region.

JA is the world's largest organization dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their future, and make smart academic and economic choices. JA programs are delivered by corporate and community volunteers, and provides relevant, hands-on experiences that give students from kindergarten through high school knowledge and skills in financial literacy, work readiness and entrepreneurship.

*The Mid-Atlantic Alliance for Performance Excellence (MAAPE)*,



a Baldrige-based awards program, serves Pennsylvania, New Jersey, and Delaware. MAAPE helps organizations improve their performance and outcomes, including productivity, workforce engagement, competitiveness, and customer and stakeholder satisfaction. They use the leading-edge Baldrige Criteria for Performance Excellence as the basis for their process and for giving feedback to applicants. While MAAPE's process is modeled after the prestigious Baldrige Performance Excellence Program, the process is not about "winning an Award." It's about using the Criteria to perform low-cost, non-prescriptive assessments in addressing each applicant's unique challenges.

*The Center for Organ Recovery & Education (CORE)*, with



headquarters in Pittsburgh, is one of 58 federally designated not-for-profit organ procurement organizations in the United States. CORE works closely with donor families and designated health care professionals to deliver the gift of hope by coordinating the surgical recovery of organs, tissues and corneas for transplantation. CORE also facilitates the computerized matching of donated organs, tissues and corneas. With integrity and compassion, their goal is to bridge the gap between donor families, health care providers, and transplant recipients so that they may forever transform lives.

*American Foundation for Suicide Prevention (AFSP)* is the leading



national non-profit organization focusing on eliminating the loss of life from suicide by delivering prevention education and advocacy programs, raising funds for suicide research and programs, and supporting those individuals who have lost someone to suicide. The AFSP is dedicated to saving lives and bringing hope to those affected by suicide. AFSP creates a culture that's smart about mental health through education and community programs, develops suicide prevention through research and advocacy, and provides support for those affected by suicide. AFSP has local chapters in all 50 states, including Pittsburgh, with programs and events nationwide.





## BUSINESS SPOTLIGHT: JOHN SISSON MOTORS

### *A Leader in the Pittsburgh Automotive Industry for 55 Years and Counting*

John Sisson Motors is a family owned and operated, award-winning Mercedes-Benz dealership. With more than 55 years in the community, John Sisson Motors has established itself as an automotive leader. Since 1969, John Sisson Motors has been selling and servicing the iconic Mercedes-Benz brand.

With the addition of the Mercedes-Benz Sprinter product line in 2013, the sales growth has facilitated the construction of our new 30-bay service facility. The new Mercedes-Benz Sprinter factory in South Carolina coming online in 2019 will enable us to keep serving your commercial van needs at the highest level.

Over a hundred years ago, we recognized the need for a vehicle that could take on heavy loads and not back down from any job. The result? Mercedes-Benz invented the van. That first van paved the way for an entirely new segment and set the standard for others to follow. As the need for vans grew, Mercedes-Benz surpassed all expectations to become the world's largest commercial vehicle manufacturer. While our latest Sprinter and Metris Vans continue to raise the bar for innovation and technology, they still hold true to our core values: to create vans that deliver an extraordinary level of performance, durability, and safety to every owner.



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# WHO IS ATTENDING THE SHOW AND WHY?

The Pittsburgh Business Show is reaching out to both small and large business owners and professionals in and around the western Pennsylvania area. We have created partnerships with organizations such as Junior Achievement, The Alternative Board, Business Networking International, and the Women's Small Business Association. We have partnered with media sources including KDKA, The CW, WDVE, and the Pittsburgh Business Times. We also have the support of professionals, such as Darieth Chisolm, who are helping us promote the Show. With our partners' support, we have reached out to the Pittsburgh business community with more than 60,000 emails to offer free invitations to the show. We estimate that we'll see between 3,000 to 10,000 attendees throughout the two-day show.

All guests can register for free online or through the Pittsburgh Business Show app. We are also encouraging business owners and executives to attend the show through marketing efforts including digital online programs like social media, display ads, digital press releases, online search engine marketing, and much more. We will touch hundreds of thousands of people and have online impressions/visibility in the millions.

Our goal is to attract and engage business owners and executives in Pittsburgh to come together to generate new leads and partner opportunities, while learning about new products and services. In addition to attending a trade show, listening to 25+ speakers discuss what has and hasn't worked for them as they build their business is both useful and eye opening.

Be sure to review the workshops, videos, and speaker schedule to see what topics you'd like to learn more about, like entrepreneurial issues, financial concerns, and technology integration. Workshop presentations allow attendees to:

**Build New Skills.** Many business owners and their staff are busy working in their business, not on their business. The issue is—when do you have time to develop the skills that you'll need in the future? Workshops teach skills that all businesses can use, so put your time to good use, and plan for your company's future.

**Gain Practical Advice.** Hearing from other business owners is valuable, because you'll learn from people who know just what it's like to be in your shoes. Most workshops offer an interactive setting where you can ask questions and offer ideas.

**Make New Connections.** Yes, everything is tied to networking! The other attendees in your workshops are eager to learn, just as you are, and it's a good place to connect to both them and their business.

**Share Knowledge.** After the business show, you can return to your company and share everything that you've learned with other management staff and employees.

We invite you to sign up for free tickets by going to [www.PittsburghBusinessShow.com](http://www.PittsburghBusinessShow.com) and learning more about our speaker schedule.

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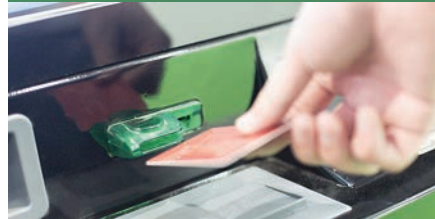
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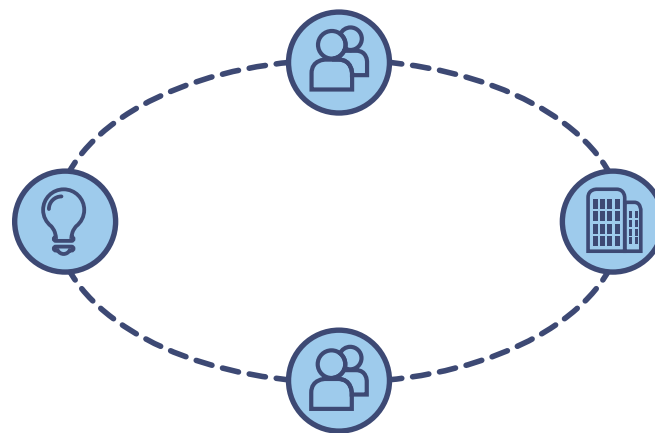
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# THANK YOU!

*The Pittsburgh Business Show would like to give a special thanks to the following individuals, organizations, and businesses for their support in promoting our show. These individuals and companies have gone out of their way to help promote us to their employees, customers, and business relationships. With all of you, the spirit of Pittsburgh, and your belief in our Vision, you have helped ensure the Show's success!*

*It has been great working with people who believe in Pittsburgh and want to not only participate in the Show, but to see something that Pittsburgh needs so much come to life and help us all. It's what makes Pittsburgh different. When we bring our people and businesses together, we can do great things! Pittsburgh has great pride as a city, supporting all of our championships, and we are proud to add another great tradition in the City of Pittsburgh with an annual show that supports business and economic growth in the region.*

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## INDIVIDUALS

Darieth Chisolm  
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Melissa DeRosa  
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