

**PLEASE JOIN US**

Wednesday, September 17, 2025  
 9:00 AM – 3:30 PM (Registration begins 8:30 AM)  
 Matthew 25: Ministries  
 11060 Kenwood Rd, Blue Ash, OH 45242

**SMART STRATEGIES  
 for changing times**

CONFLUENCE™ 2025 is a day filled with expert-led sessions, practical takeaways, speed business mentoring, and valuable networking opportunities designed to help you propel your business forward.

**finance • marketing • AI • hiring • resilience**

Gain strategies and insights needed to navigate uncertainty and future-proof your business!

**grow • adapt • thrive**

Kickstart the day with

**Cincinnati Mayor Aftab Pureval**

to learn how local leadership and resources can help your business.



**REGISTER as an  
 Attendee**

~~\$79~~ **\$49 ONLINE PREREGISTRATION**

(available thru 8/31)

Includes full program, lunch, networking, and speed business mentoring.

OR

**REGISTER as a  
 Promoter**

**\$125**

Promote your business while attending CONFLUENCE™. Includes attendance *plus* recognition for your business in our slide show, on social media, in the program, and on signage. You'll also get a shoutout of thanks from the podium. We appreciate your support!



**General Electric  
 Credit Union**



Greater Cincinnati OH,  
 Northern KY and SE IN



**SIGN UP NOW TO GET ALL THIS AND MORE**

**Keynote - Building Success:** Discover the power of vision, resilience, and community engagement with *Carl Satterwhite (President/Owner, RCF Group)*.

**Master Financial Strategies:** Secure funding, optimize cash flow, and confidently navigate economic uncertainty with *Jerome Jones (CBA, EDFP, Small Business Administration), Ricky Pleasant (MBAC, AACC, African American Chamber of Commerce), Dan Straub (VP, Huntington Bank), and Katie Burba (GECU). Moderated by Treva Reid (ED, Holloman Center, Urban League)*.

**Validate Your Product:** Ensure your product fits the market, meets current customer demand, and aligns with market conditions with *Ron Meyers (Educator of Entrepreneurship, University of Cincinnati)*.

**Know Your Customer:** Create detailed customer portraits to fine-tune your marketing and connect with your audience with *Bonnie Rib (MBA, Mentor, SCORE)*.

**What's New in AI? Everything!** Get ahead of your competitors by harnessing the ever-growing power of AI to solve real business challenges with *Whitney Barkley (M.S., Branding Strategist)*.

**28-Day Challenge:** Prompt your way to successful marketing and social media strategies using AI with *Jackie Reau (CEO, Game Day Communications)*.

**Smart Hiring:** Navigate legal considerations and hiring basics to start building a values-aligned team with *Tracy Vroom, Esq. (Tracy Vroom Consulting)*.

**Resourcing Resiliency:** Harness your inner strength with tools and techniques to tackle challenges in both your personal life and business with *Susan Autran (MSW, LSW, Clinical Therapist)*.

**Get More From SCORE:** Experience one-on-one business mentoring and be inspired by local small business success stories with *SCORE's Speed Mentors and our exceptional clients*.

**Meet the Moment and Each Other:** Engage in dynamic networking activities and connect with resources and partners with *our sponsors, exhibitors, presenters, and attendees*.