

Faculty Biographies

Deborah Chaddock Brown – Building Customer Relationships (Customer Service)

Deborah has spent more than 25 years in corporate American, most recently as the Director of Communication for Cole National. She opened AllWrite Ink in 2005, an Internet writing firm which specializes in helping businesses build relationships with their target prospects and customers through their website and social media presence.

Dave Cherosky - Insurance: Can't afford it - Can't afford to be without it

David is a partner at Health Benefit Administrators. Health Benefit Administrators is an independent insurance agency that offers a variety of group health insurance plans, tailored to meet the needs of small businesses and their employees. David graduated from Hiram College with a B.A. in management in 1997 and was inducted into the Hiram College Hall of Fame in 2010. Upon graduation, David started his insurance career at New York Life as a registered representative and life insurance specialist. In 2001, David partnered with his father, Robert Cherosky to form H.B.A. David is committed to a high standard of excellence while establishing a firm relationship of mutual trust and service with each of his clients.

Jerie Green - Web Site Design and Search Strategies in 2012

Jerie Green spent 15 years as a local business newspaper editor before segueing into the World Wide Web. Owner of Lakenetwork.net, she has mastered the skill of information presentation for business needs.

Lakenetwork.net is a web site development firm in Lake County, Ohio, offering SEO, social media integration, web database integration, ecommerce and more. For more information, call us at 440-975-9580 or email jgreen@lakenetwork.net.

Rose Ann Kay, SPHR, GPHR – HR Makes a Difference

Rose Ann has over 20 years of human resource experience in a variety of industries, including: manufacturing, sales, distribution, services, and non-profit. Her breadth of experience includes: HR policy & procedure development, compliance, employee & industrial relations, talent acquisition, employee development, training, compensation & benefits and mergers/acquisitions/diversities. Rose Ann is Principal of Humanics, LLC and provides HR consulting and training services to clients. She is a member of the Society of Human Resource Management and facilitates preparation courses to help HR professional prepare for professional certification exams. Rose Ann received an BS in Industrial Management from The University of Akron and her MBA in Labor/Human Resource Planning from Case Western Reserve University.

Larry Lamphier – Taking the Time Crunch out of Business (Time Management/Productivity)

Larry Lamphier has over 35 years experience in improving and restructuring turnaround companies. He's held positions as a President, Vice President and General Manager and Chief Product and Development Engineer. His accomplishments include:

- Increasing sales by 5X.
- Developed cost accounting systems.
- Measured sales by profitability.
- Implemented Lean initiative reducing scrap by 50%.
- Increased production by 23%
- Developed form of "Top Grading" for Human Resources, increasing staff effectiveness.

Larry has an MBA degree in Marketing, from Lake Erie College, a B.S. degree in Civil Engineering from Syracuse University, and a B.S. degree in Forest Engineering, State University of New York, College of Environmental Science and Forestry at Syracuse University. She belongs to the American Society for Training and Development and the International Alliance for Learning-specializing in Accelerated Learning and Coaching.

Frank Manning, ESQ - Legal Essentials for the Business Owner

Frank is a partner in Manning & Manning Co., L.P.A. Frank graduated from Cleveland-Marshall College of Law in 1990. His firm specializes in Business Law for small businesses, specifically real estate investment and estate planning.

Prior to opening his law practice, Frank worked as a Public Accountant for various Cleveland-area organizations. Frank is licensed as an attorney in the State of Ohio with the ability to practice law in Ohio State Courts, The United States Federal District Courts and The United States Supreme Court.

Frank is a Cleveland-Marshall Alumni for Life. He is a member of The Ohio State Bar Association, the Lake County Public Defender Commission, The Ohio Association of Magistrates and the Lake County Bar Association.

Frank was Attorney Co-Chair for the United Way Campaign of 2008. He is Board Chair on Pathways, Inc. (Behavioral Healthcare) Board of Directors. His community memberships include the Willoughby Rotary Club and Foundation, the Mentor, Willoughby, and Western Lake Area Chamber of Commerce, the Lake County Economic Development Council Micro Loan Committee, St. John Vianney Endowment Committee, and the St. Noel Finance Committee. He is a 2006 graduate of Leadership Lake County.

Frank Manning is a graduate of Cleveland State University and J.D. Cleveland Marshall College of Law serving as Editor of the Cleveland State Law Review.

Tim McCarthy - "If you don't know where you're going, any road will get you there" – Strategic Planning
Tim has started and grown three businesses and one foundation in the last twenty years. Raised in Ashtabula, OH, where he returned to live two years ago, Tim received his BA in Political Science in 1975 from Ohio State and then his MBA from Fisher Business School (OSU) in 2007.

Tim is the founder of Workplace Media, www.workplacemedia.com, and Raising Cane's of Ohio, a 6 store restaurant company in Columbus, OH. In addition, Tim now lives in a 24-home condominium development that he developed in Ashtabula, OH, www.erinbluffvillas.com. Tim and his wife Alice also started a foundation in 1997 now known as The Business of Good. TBOG is dedicated to "serving those

who serve the very poor.” That is rather than creating a new non-profit organization, the McCarthy’s believe that they are more effective by building the capacity of organizations with great missions but poor business disciplines. Learn more about their work at www.thebusinessofgood.org.

For credits, McCarthy and his company have won:

- Inc 500
- Ernst & Young Entrepreneur of the Year
- Fisher Business School Alumnae Community Citizen of the Year
- Northeast Ohio Top 99 Places to Work and Corporate Citizen Award

Kordell Norton – Say Less...Sell More – Consultative Sales Skills for Strategic Relationships as a Trusted Advisor

High energy, humorous, and entertaining, Kordell Norton helps organizations get explosive business growth. A charismatic speaker, one of his clients recently commented that watching Kordell present is like "watching popcorn pop . . . without a lid."

Norton is a professional speaker and author of several books. He works with corporations, educators, associations, and governments that want better leadership, sales and marketing abilities. He is the past President of the National Speakers Association - Ohio Chapter.

A former senior executive with several multi-billion dollar companies, he gets people to talk and capture their genius as a certified Graphic Facilitator doing Strategic Planning and Marketing & Branding workshops. His clients include organizations like IBM, Microsoft, The Social Security Administration, and The Ohio State University as he presents to hundreds of groups each year.

Kordell is President of Synergy Solutions, a consulting firm, and an adjunct faculty member to more than 7 universities and colleges like The Ohio State University, Kent State, Miami University and others. He is known for getting people out of the box with complex ideas presented in easy to understand ways that GET RESULTS.

Mike Preisler – Insurance: Can't afford it - Can't afford to be without it

Nearly 20 years ago, Mike found himself in a career transition after being downsized from the family lumber business. He had been employed with Preisler Lumber in various capacities since he was old enough to sharpen pencils. In 1992, his lumber sales and bookkeeping experience helped him secure an opportunity with Metropolitan Life Insurance Co. After acquiring his Life and Health, Property and Casualty, and Securities Licenses, he was able to offer mutual funds, variable annuities, life insurance products as well as home and auto insurance. Mike also attended additional training to earn his LUTCF designation. After several years with MetLife and a brief period working with Key Insurance, Mike was given the opportunity to purchase a book of business from a retiring Allstate agent. His business is currently in its 11th year representing Allstate Insurance. His business offers a wide range of personal and business insurance products as well as financial and life insurance products.

Gale Reese, SPHR- HR Makes a Difference

Gale is a Human Resource Consultant with Alpha HR, division of The Alpha Group. She is responsible for providing human resource solutions for small to medium-sized businesses. Prior to joining AlphaHR, Gail was Director of Human Resources for WorkPlace Media. In addition to more than 20 years experience in HR, she has a strong background in organizational development and accounting.

Gail is a graduate of Bowling Green University with a Master's Degree in Organizational Development. She received a B.S. in Business-Human Resource Management from Western Governors University. Her professional Certifications include: MBTI Certified Administrator, Majors PT Certified Administrator, and SPHR certification from the Human Resource Certification Institute (HRCI).

Gail is a member of the Society of Human Resource Management (SHRM), where she serves on the Ohio state council as District Director and was a major contributor in developing "HR Makes a Difference," a state-wide program that assists small business with compliance regulations and HR best practices.

Gary Robinson - Marketing: Beyond Advertising and Public Relations: More than a Story in the Newspaper

Gary brings 20 years of planning, marketing and business development experience in the Northeast Ohio healthcare market to his current role as Vice President, Government & Community Affairs at Lake Hospital System. He had previously served at the Vice President, Marketing & Business Development for 5 years. Prior to joining Lake Hospital System in 2003, Gary was the Director of Strategic Planning & Marketing for Summa Health System in Akron, and Manager of Planning & Marketing for the Eastern Region of the Cleveland Clinic Health System.

He is very active in the community and is the Chairman of the Board for the Cleveland Dialysis Center and is a Board member for the Painesville Area Chamber of Commerce and the Diversity Center of Cleveland.

Gary received his MBA from Kent State University and is currently completing a Doctorate in Management and Marketing at Cleveland State University. He lives in Solon with his wife Cindy and 4-year old daughter Isabelle.

Joe Skoda – It's In The Books – Accounting

Joe has been in the practice of public accounting for over 50 years. He is a partner in the firm of Skoda Minotti of Mayfield Village. He holds a Bachelor of Science in Business Administration from John Carroll University. Joe is the Ohio State Director of the National Society of Accountants, chair of the Ohio IRS District Tax Liaison Panel, member of the IRS, OSCP, AICPA, OAIA and co-founder of the Ohio Leadership Institute.

He has held distinguished offices in many professional, community, social and service organizations, such as Past President of the Public Accountants Society of Ohio and District Governor of Rotary International. Joe has been a frequent presenter at business, professional, management, and tax seminars throughout the U.S.

In 1993, Joe was named Accountant Advocate of the Year by the Cleveland District of the U.S. Small Business Administration and Person of the Year by the Ohio Vocational Association. He was recognized as the Outstanding Individual Contributor of 1994 to Vocational Technical Education and the American Workforce by the National Association of State Directors of Vocational Technical Education.

Kathy Smith - Web Site Design and Search Strategies in 2012

Kathy Smith, BSEE, has specialized in web site development and search engine optimization since 2002. Kathy has developed more than 200 websites for businesses and organizations of all sizes, everything from simple brochure-style sites to client/server web-enabled applications.

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Allen Weaver - Financing for Your Small Business

Allen is the Director of the SBA 504 Loan Program at the Lake County Port Authority. He has over 30 years of experience in commercial banking having worked for both Key Bank, First Merit and Chase. Each year he assists companies in Lake and Geauga Counties secure millions of dollars in capital.