

## Around the Community

# Are You Looking to Take Your Business to the Next Level?

**A**re you struggling with the art of delegation? Are you looking to scale your business? Are you wondering how the new tax laws will affect your business? Most small- to medium-sized businesses all face these critical challenges. That is how the Winning Edge 2018 was born. The one-day executive business conference is scheduled to take place on Monday, June 18, at Montclair State University and will address these and other burning business concerns.

Presented by Saul Friedman and Co. and produced by Bottom Line Marketing Group, the Winning Edge 2018 is designed for entrepreneurs, executives, and business owners to gain valuable insights and strategies for tackling their most pressing business challenges. Through rapid-fire sessions and presentations from key business celebrities, attendees will be educated on the most innovative methods for taking their businesses to the next level.

The Winning Edge 2018 has confirmed a full line-up of fascinating and engaging presenters who have earned acclaim for their wisdom and experience, stimulating corporate audiences around the globe.

The opening keynote presentation will be given by sought-after lecturer and NSA Speaker Hall of Fame, Jeffrey Hayzlett. A celebrated business expert, Jeffrey Hayzlett is a Primetime TV and radio host, global business celebrity, and best-selling author. Formerly the CMO of Fortune 100 company, Eastman Kodak, and presently Chairman of the C-Suite Network, Jeffrey is an expert in brand marketing, focusing on business transformation, leadership, and change management to drive businesses to grow.

The conference will close with a keynote presentation given by Stephen Shapiro. Appropriately dubbed the "Innovation Instigator," Stephen Shapiro is a sought-after speaker and business advisor, most notable for his

expertise on business innovation and his work with key clients like Procter & Gamble, Microsoft, and Dell. Passionate and captivating, Stephen's high-energy lectures gets audiences out of their seats and into new ways of thinking about their business growth.

Other presenters include Michael A. Macintyre, US Head of Retail of HSBC; Michael Langer, Founder and CEO of Gulliver's Gate; Saul N. Friedman and Simeon Friedman of Saul N. Friedman and Company; Yitzchok Saftlas, Founder and CEO of Bottom Line Marketing Group; Allen Fagin, Executive Vice President of the Orthodox Union; Bradley Nash and Solomon Klein, Partners at Schlam Stone & Dolan LLP; Josh Nass, Founder & CEO of Josh Nass Public Relations; Eli Rowe, CEO of World Medical Bank; and Firouz Daneshgari, President and Founder of BowTie Medical.

The event will be held at Montclair State University, centrally located within the tri-state area, and within close distance to major airports.

Two delicious meals will be fully catered by Fine Art Catering under the supervision of the KCL. There will be a *mashgiach temidi* on premises.

Following the event, participants will receive a post-event whitepaper: an organized, concise yet comprehensive, compilation of key points and ideas from each presentation. The goal of the whitepaper is to provide a real takeaway to promote and maximum post-conference growth and retention.

With interactive workshops, networking opportunities, and a range of presentations, The Winning Edge 2018 will leave you better equipped to develop your business, expand your corporate vision, and grow your company brand.

*Secure your spot today and walk away with real takeaways which are certain to propel your business forward! To make reservations, go to [WinningEdge2018.com](http://WinningEdge2018.com) or call 718-412-3508.*

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