



2024 Kansas Business Expo

Breaking Barriers | Elevating Opportunities

April 4, 2024 | DoubleTree by Hilton, Lawrence

- 8:00 am **Registration Opens & Networking Breakfast**
- 8:30 am **Welcome**
- 8:40 am **Keynote: Jennifer McDonald – Breaking Barriers and Elevating Opportunities**
- 9:25 am **Exhibitor Spotlight:** *10-minute exhibitor program reviews.*
- 9:50 am **Breakout 1**
- Redefining Leadership - Damon Young, Kanas Leadership Center
 - **WDE:**
 - Recruiting Trends/The Great Stay - Phillip Hayes, The Arnold Group
 - Workforce Federal Regulation Updates
 - **KMB:**
 - Small Business Administration Update
 - International Sales – Yes, you can too! Workshop
- 10:30 am **Networking Break**
- 10:50 am **Exhibitor Spotlight:** *10-minute exhibitor program reviews.*
- 11:15 am **Keynote: Erik Therwanger - The 1 Degree Decision: Minor Sifts - Major Success**
- 12:15 pm **Networking Lunch**
- 1:15 pm **Breakout 2**
- Mental Health Panel
 - **WDE:**
 - Spillin’ the Tea: Juicy Secrets for Recruiting, Engaging, and Retaining a Gen Z Workforce - Mona Martin, HM Dunn AeroSystems
 - Kansas Child Day Care Assistance Tax Credit
 - From the Classroom to the Workforce: Apprenticeships
 - **KMB:**



- Cyber Security Workshop
- Who's Crushing It: Business Growth & Success

1:55 pm **Networking Break**

2:15 pm **Breakout 3**

- DEI: Moving Beyond Representation - Bradley Dyer, Credit Union of America
- **WDE:**
 - From the Classroom to the Workforce: Micro Internships
 - Who's Crushing It: Work Culture
- **KMB:**
 - Insider's Guide to Finance Panel
 - 5 Do's & 2 Don'ts for Your Digital Marketing - Alissa Menke, Cohort Digital

3:00 pm **Enrich Your Pitch Workshop – Lindsay Lebahn, Plug and Play**

3:40 pm **Give-a-way Drawings**

3:50 pm **Wrap up**