



Check us out on social media!

# December Programs

For more information and to register, visit [waukesha.org](http://waukesha.org).

If you are not a member of the Alliance and would like to attend, please call 262-542-4249.

## AMP!

### Leave Better Than Found

**THURSDAY, DECEMBER 1, 2016**

7:30 - 9:30 a.m.

Sheraton Milwaukee Brookfield Hotel

**#ALLIANCEAMP** | **Taylor Janssen**, founder of PerformanceMax Basketball Training will share personal content from his book, Leave Better Than Found. Leave Better Than Found is designed to be thought evoking and inspire reflection of your life. His message is filled with a blend of passion and perspective that has the ability to connect with any individual, organization, or team looking for a powerful conclusion to 2016.

*Sponsors: Froedtert & the Medical College of Wisconsin, Johnson Bank, COUNTRY Financial, First Federal Bank, Milwaukee Business Journal, Ottawa University, The Schroeder Group S.C.*



### Brand Development

**TUESDAY, DECEMBER 13, 2016**

7:30 - 9:00 a.m.

Pewaukee Holiday Inn

**#SMALLBIZALLIANCE** | Learn tips and tricks to grow your company by differentiating your brand from competitors. **Scott Seroka**, principal of Seroka Brand Development, will discuss the importance of brand development.

*Sponsors: ActionCOACH Business Coaching, US Bank, 360 Direct, RitzHolman CPAs, SafeNet Consulting*



### Spark the Chain Reaction of Gratitude

**THURSDAY, DECEMBER 15, 2016**

11:45 a.m. - 1:15 p.m.

Western Lakes Golf Club

**#PROFWOMENDEV** | **Barbara W. Thompson**, President and CEO of The Roberts Group, will share how gratitude physically changes your brain, why we need gratitude at work and ways to spark this powerful chain reaction within your organization. Helpful, established and easily actionable, Barbara's insights will equip you with the tools you need to utilize gratitude to generate a healthier organizational culture.

*Sponsors: The Anderson Group, Inc., U.S. Cellular, Children's Hospital of Wisconsin, Enterforce, Inc., Ixonia Bank, ProHealth Care, We Energies*

## REGISTER NOW FOR ANNUAL EVENTS:

DECEMBER 8, 2016 | Key Industries for Wisconsin in 2017 and Beyond

JANUARY 27, 2017 | Manufacturing Voices

MARCH 4, 2017 | Savor the Flavor of Waukesha County

If you are interested in sponsoring a 2017 event or program, contact the Alliance at [alliance@waukesha.org](mailto:alliance@waukesha.org)