

Please Be Our Guest

# Current Market Trends

Business Continuity • Financial Services • IT & CyberSecurity

Brand/Marketing Communications • Employee Benefits Insurance

## Lunch-N-Learn

Thursday, May 9, 2024

11:30am - 1:00pm

Evansville Country Club

Please join us over lunch for an opportunity to network and hear current trends across five different industries.

### IT & CyberSecurity



**ARE YOU ALREADY SECURE?** *Brian Burkett is the Business Development Manager for Lieberman Technologies*, a local firm founded in 1977 that provides a wide array of technology solutions including *managed services, cybersecurity, custom software, and web development*. Lieberman Technologies

is all about long-lasting, mutually beneficial relationships, prioritizing understanding their clients' needs, and making the same recommendations for them as they would for themselves if they were in the same situation. Brian believes in the importance of community service and is involved with several organizations, including the *Evansville Rotary and Evansville Economic Partnership*.

### Brand/Marketing Communications



**MANAGING BRAND IN CHANGING TIMES** *Ellen Browning is Brand Strategist and Creative Director at Ellen Browning Design & Associates*. Ellen brings 20+ years of industry experience and 10+ years as a Professor of Visual Communications. Originating in Chicago, Illinois, Ellen Browning Design & Associates is an award-winning brand, marketing communication, and design firm. They successfully partner with clients in the education, financial

services, health-care, manufacturing, and not-for-profit industries, to name a few. Ellen Browning Design & Associates is audience-focused, strategy-driven, collaborative, and experienced at establishing, building, and growing brands and collaborating with organizations of various sizes.

### Employee Benefits Insurance



**THE AMERICAN EMPLOYER MUST STEP UP TO CONTROL RISING HEALTHCARE COST**

*Jonathon Estes is an Employee Benefits advisor for Houchens Insurance Group*, the 46th largest independent insurance agency in the nation. Jonathon has been in healthcare for the last 20+ Years bringing

innovative solutions to local groups that have proven to reduce healthcare costs by 20-40% while also improving benefits for employees. Jonathon is a forward-thinking antagonist of the traditional healthcare system where his objective is to help employer populations achieve better health outcomes. In 2019, Jonathon joined a national movement of professionals driven to help systemically change the way healthcare coverage is purchased by employers throughout the country. The organization is known as *Health Rosetta*.

### Business Continuity



**UNPREDICTABLE CRISIS; A BUSINESS IMPACT ANALYSIS PREPARES ORGANIZATIONS**

*Jesse Kauffman is the President and Lead Consultant for Everyday Business Resilience Group*. Jesse is a 17+ year veteran of the manufacturing world, with expertise in Business Continuity Planning, Crisis Management, and Project Management. A mechanical engineer by training, his wide-ranging career has spanned many well-known

companies in the Evansville area, including AstraZeneca, Mead Johnson Nutrition, Project Associates, Inc., Whirlpool, and Ilpea/Holm Industries. He now focuses on Business Continuity and Project Management training, coaching, and education with his company, Everyday Business Resilience Group, helping companies and organizations from small and local to large and global improve their resilience and their project execution.

### Financial Services



**HOW TWO YEARS OF FINANCIAL UNCERTAINTY HAS CHANGED FINANCIAL PLANNING**

*Jonathon Dierlam, a Financial Advisor at Rick Watkins Financial Services*, is committed to helping clients achieve their financial goals. Jonathan has 15+ years of industry experience and works with both individuals and small/medium-size businesses. Advisors at Rick Watkins Financial, believe a plan is a powerful tool. Reaching your long-term financial objectives hinges on having the right plan -- which fits your unique circumstances and grows with you.

**RSVP to Register Today — Seating is Limited**