



ISM—Buffalo, Inc.

Join us for a Full-Day of In-Person Learning!
Friday, November 4, 2022
9:00am-4:00pm



Presentations

Get Creativity Fit and Jump Spark More Innovation

Get Creativity Fit and Jump Spark More Innovation...is a dynamic, energizing and hands-on program designed to strengthen creative thinking skills and to anchor their use as a repeatable habit. The program provides team members with highly tangible, easy-to-use divergent and convergent creative thinking workouts to become more skilled and effective creative thinkers. The three guiding principles of the program are:

- The Driving Force Behind all Innovation is Creativity.
- Behind Creativity are Positive Habits.
- If you want more Innovation, Strengthen and Anchor the Creative Habit

Presenter: Dan Coleman



Dan Coleman, the founder of Excelsior Learning is consistently praised by his clients as a knowledgeable and energizing speaker and trainer who brings fresh content, practical and easy to use tools and techniques and unique experiential learning methods to deliver training that sticks. He is a leading authority on teaching deliberate creativity – the use of divergent and

convergent creative thinking tools and processes to generate novel, valuable and feasible ideas and concepts – and to anchor their use as a repeatable, everyday habit. Additionally, he has developed practical, easy-to-use techniques to integrate physical exercise with creative thinking.

Prior to founding Excelsior Learning, Dan led national account sales and negotiation teams at AT&T and American Greetings and consulted with Fortune 500 clients at Accenture. Over the past two decades, Dan has worked with a host of leading companies and trained thousands of people in his trademark high-energy, non-traditional, custom-designed programs.

Customer and Employee Engagement

Customers, internal or external, are the lifeblood of your professional success. Whether you have long standing relationships or forging new ones, the ability to influence and engage your audience is a key component to relationship building in all walks of life. When it comes to your supply chain teams, having the right people in the right roles can have a dramatic impact on your short and long term success.

Employee and customer engagement have many common threads. Whether your lens is from that of a vendor relation-

ship, or as an employer, the impact of engaging relationships matter. How you engage with your audience has a direct impact on how fruitful and long term that relationship will be.

We'll discuss key components to engagement including looking in the mirror, and understanding your audience and/or employees. We'll discuss practical application of engagement activities that will help your employees be more impactful in their daily activities, in their vendor relationships, working with colleagues, and ultimately producing higher results.

Presenter: Tom Schin



I'm Tom Schin and I want to help you build a better workplace culture. I often tell people I've never met a microphone I didn't like. Being center stage affords me the chance to share some pearls of wisdom based on things I've observed and learned from others.

I pride myself on being available to help others with

continued on next page

DETAILS:

Place:

The Mosey Hotel
5195 Main Street, Williamsville, NY 14221

Schedule:

8:15 -9:00 am...Registration/Continental Breakfast
9:00 am - 12:00 pm....Presentations
12:00pm - 1:00 pm.....Lunch
1:00pm - 4:00 pm....Presentations

Cost:

ISM-Buffalo Members: \$149.00
Non-Members: \$199.00

Includes: light breakfast and lunch

Earn (6) CEH for this affordable event!

Space Limited; Reserve now to secure spot!

Easy online payment —

<https://buffalo.ismworld.org> or
ismbuf@ismbuffalo.com ♦ (716) 648-0972
All registrations due by Nov. 1st

ISM-Buffalo, Inc.
PO Box 888, Hamburg, NY 14075

thoughtful solutions. From tangible products to service oriented solutions, I like to work with people on creative answers which help impact them in dramatic ways. Having spent 10 years in academic publishing, plus 15 in recruitment and human resources, I've learned a lot from a number of people (lifelong learner). I'm not your typical business and management consultant. My approach is to teach people to fish so they can eventually fish for themselves.

I've learned a lot of life and leadership lessons over the years and I'd like to share that experience with you. My goal is to help you take the next step in building better workplace cultures. Helping teams and companies build greater engagement results in a higher retention rate, greater customer loyalty, and stronger results. You can't move forward if you don't start. The most important piece here is that this is not about me. It's about you.

Investing in the Environment Makes Business Sense

New York's Climate Leadership and Community Protection Act will change the way you buy, consume, and plan. An energy and sustainability plan is a key element in developing initiatives that yield the most optimal results for organizations across any sector. Develop a forward-looking, holistic strategy focused on the optimizing existing assets, hedging future energy risks (costs), and growing for the future sustainably. Bobbie and Paul will discuss impacts, options and opportunities.

Co-Presenters from NOCO:



Bobbie Thoman has joined the full-service energy company's Emerging Business team as Manager, Sustainability and Innovation. In her role, Thoman works closely with NOCO's Buffalo River Compost and River Road Research divisions on their initiatives related to food waste recycling. She also serves as NOCO's subject matter expert on sustainability, food

waste recycling, organics, and climate change, while leading sustainable investment efforts, developing sustainable technologies and operation of programs, securing grants and project funding, and project management. Thoman has over 9 years of experience in scaling cleantech and implementing decarbonization strategies in Canada and the United States. She specializes in developing and maintaining relationships in the climate and waste sectors, including private sector partners, government employees, industry organizations, and consultants. She has a bachelor's degree in political science from University at Buffalo and a master's in Canadian-U.S. studies from Brock University and University at Buffalo.



Paul Tyno
- AVP Sustainability Technologies, NOCO Energy Corp.
- Program Director, Launch NY Emerging Cleantech Opportunity (ECO) Incubator

In his role with NOCO, Paul is responsible for developing an energy/sustainability

services company that provides a platform for our customers to optimize energy based on reliability, cost and sustainability priorities while coordinating those activities to drive savings, revenue and reliability. Launch NY's Emerging Cleantech Opportunity (ECO) Incubator is part of the six incubators administered by the New York State Energy Research & Development Authority (NYSERDA), for high growth cleantech companies.

Paul has led multiple energy services companies to become integral resources collaborating with utility companies, RTOs/ISOs, program participants, federal and state regulatory agencies, trade associations, economic development organizations, and affiliate service providers. City and State Reports named Paul an award honoree for its 2016 Corporate Social Responsibility Awards in Tech, Energy & Utilities. The annual event recognizes New York's outstanding corporate citizens.

Cybersecurity Services For Building Cyber Resilience

An overview of CyberHygiene to help reduce the risk of a successful Cyber Attack. Adversaries use known vulnerabilities and phishing attacks to compromise the security of organizations. The Cybersecurity and Infrastructure Security Agency (CISA) offers resources for several scanning and testing services to help organizations reduce their exposure to threats by taking a proactive approach to mitigating attack vectors.

Vulnerability Scanning: Evaluates external network presence by executing continuous scans of public, static IPs for accessible services and vulnerabilities. This service provides weekly vulnerability reports and ad-hoc alerts.

Web Application Scanning: Evaluates known and discovered publicly-accessible websites for potential bugs and weak configuration to provide recommendations for mitigating web application security risks.

Presenter: Scott R. Patronik



Scott R. Patronik is the Cyber Security Advisor (CSA) in Buffalo, NY for Region 2 with the U.S. Dept. of Homeland Security. He is a 30-year law enforcement professional who recently retired from the Erie County Sheriff's Office in Buffalo, NY, as the Chief of Special Services. His duties included overseeing the agency's specialized units, including the Computer Crime Unit. Scott has been investigating high-technology crimes since 1995 and has previous experience working in the private sector as a Software Engineer. Scott was an Assistant Professor in Hilbert College's Bachelor of Science program in Computer Security and Information Assurance in Hamburg, NY, for over 20 years. He instructed courses in computer security, cryptography, computer crime investigations, and computer forensics.