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**BUSINESS**



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**September 5th 2013: Special Encore**  
**Presentation: Networking Successfully, It's Not Who You Know, It's Who Knows You!**

Networking is a critical component in the success equation of sales and business, and it's also one of the most neglected components. In some instances, it is overlooked because we don't know how to network, or see the significance. Most networkers fall into one of four categories: Scared Straight – You really don't want to go to an event and will only stay 15 -20 minutes to say that you were there. Show up and throw up – You will corner one person and talk them to death until they signal security for assistance. The Terminator – Your sole objective is to seek out your prey and close them

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#### Featured Guest



##### Joe Malinowski

Joe began his entrepreneurial career by opening an insurance agency at the age of 20 and grew the organization to over 100 agents in 8 states and in Canada in just 4 years. In 2007 Joe launched BusinessNetworkingLife.com, a resource for all professionals networking throughout eight cities to utilize in order to learn about local events. Since then he has had the pleasure and privilege of developing online marketing strategies for some of the greatest organizations in the Tampa Bay area. What made Joe's strategies different than other marketers was that it was intertwined with a company's offline engagement. Joe is a firm believer in social proof and that social validation is the best form o

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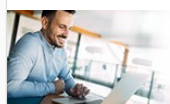
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