

THE Jewish Home

Your Favorite
Five Towns
Family Newspaper

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Always **Fresh**. Always **Gourmet**.
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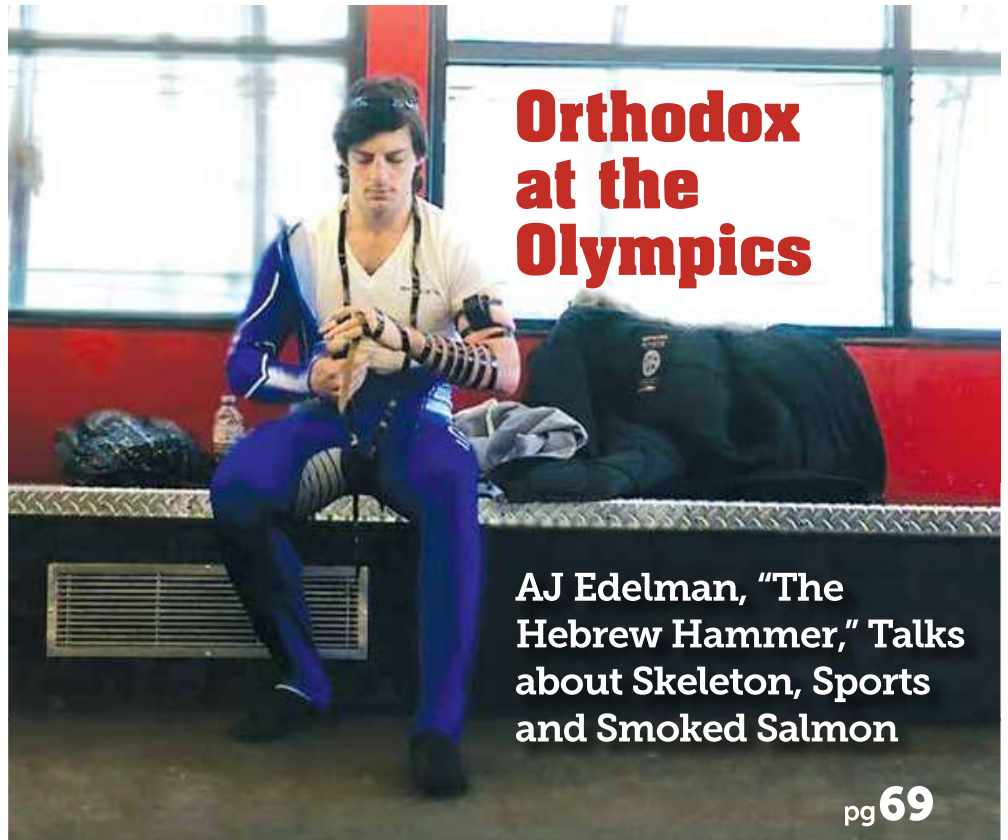
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We Came, We Heard, We Will Conquer!



Jeffrey Hayzlett delivering the opening keynote presentation



Stephen Shapiro, delivering his keynote on innovation



Yitzchok Saftlas, of Bottom Line Marketing Group, addressing a breakout session



Brass Tacks Q&A panel session

The Winning Edge 2018 was met with waves of positive feedback.

On Monday, June 18, executives, entrepreneurs, and key business celebrities flocked to Montclair State University to spend the day learning strategies and tactics toward business growth.

Celebrated business expert and sought-after keynote speaker, Jeffrey Hayzlett, ushered in the day with an electrifying lecture on the art of being relentless, radical transparency, and key methods for overcoming the fear that stands in the way of success. With fascinating anecdotes and deep insights from his years of experience as CMO of Kodak, Hayzlett addressed the necessity for business owners to define their core reason for existence and embrace customer

behavior in order to drive change.

“Kodak’s mistake is that they weren’t in the business of film. They were in the business of memories,” he shared.

The next portion of the day brought an engaging and interactive series of breakout sessions which addressed everything from financial, health, and legal matters, to leadership and marketing hacks. Presenters included Saul and Simeon Friedman of Saul N. Friedman and Co.; Michael Macintyre of HSBC; Bradley Nash and Solomon Klein of Schlam Stone & Dolan LLP; Dr. Firzouz Daneshgari, founder of BowTie Medical; Eli Rowe, CEO of World Medical Bank; Moishe Katz, founder of United Refuah HealthShare; Michael Langer, founder and CEO of Gulliver’s Gate; Allen Fagin, Execu-

tive Vice President of the Orthodox Union; and Yitzchok Saftlas, founder and CEO of Bottom Line Marketing Group.

“At the end of the day, a leader must be the one to make a decision in every situation.” Allen Fagin shared, reminding us of Harry S. Truman’s famous mantra that “the buck stops here!”

A trailblazer in the field of health-care management, Eli Rowe, shared that leaders must know their weaknesses, step back, and surround themselves with teams of talent. He reminded attendees that even innovators like Bill Gates, Steve Jobs, and Mark Zuckerberg never finished college and are still extremely successful executives.

The day culminated with a riveting Brass Tacks panel followed by

an engaging closing keynote address from “Innovation Instigator” and business advisor Stephen Shapiro. In his signature, captivating style, Shapiro provoked the audience out of their comfort zones and into new ways of thinking about change.

The overwhelming positive responses and still-palpable excitement following the conference are testimony to the great success of the Winning Edge 2018.

Attendee Joel Whitehouse, President of Empire Benefits Solutions, shared: “The diverse personalities, ideas, and opinions were so unique. I am excited to hit my desk this morning and start putting their advice into motion!”

Winning Edge 2019, here we come!