

Pat
McKay

Business Owner • Speaker • Workshop Leader

Insuring the Embroidery and Screen Printing Businesses

MCKAY
INSURANCE AGENCY, INC.



Bio

Pat McKay, an Akron, Ohio entrepreneur with more than 20 years of experience, assists business owners in managing risk. She founded McKay Insurance Agency in 1993 to provide business and professional insurance. Active in community affairs, she currently serves as Secretary of the Summit County Port Authority Board of Directors.

Some of her positions have included Trustee of Cascade Capital Corporation, President of Women's Network, and Benefits Chair of the Akron Regional Development Board, (Greater Akron Chamber.)

Pat offers a variety of speeches, workshops, and customized business sessions to owners of small and medium-sized businesses who specialize in embroidery and screen printing. These programs are of special interest to:

- ◆ Owners who find insurance confusing or just want to understand it better.
- ◆ Those who need to get back to full operation after a disaster.
- ◆ Anyone who wants to prevent catastrophes and protect their business.

Pat McKay's Prepared Presentations:

◆ **Taking Care of Business:** *What Every Owner Needs to Know About Insurance*

Owning a business is a risk, and insurance is about managing that risk. Although any agent will say yes when you ask "Can you insure my business?", it's up to you to determine if it is a good value and whether the agent really understands your needs. Specially designed for owners of small and home-based businesses. Pat can help you learn how to get the best insurance for the risk, at the right price.

◆ **Before the Unthinkable Happens:** *Staying in Business After a Disaster*

How would your business recover if a fire destroyed your equipment and inventory? Could a major theft put you out of business? Pat helps embroiderers and screen printers prepare for possible disasters before they occur. Designed to help you plan and keep your business going no matter what happens. Includes handouts and checklists.

◆ **Marketing without Money:** *Increasing Sales on a Small Budget*

As a business professional for over 20 years, Pat knows what it takes to build a pipeline of new customers. In this session she shares her tips and techniques to market a business without a big budget. Entrepreneurs and individuals will learn how to secure the best customers and maximize profitability with little time and small marketing budgets. The presentation includes a written handout of the "Cup of Coffee" Marketing Plan.

- ◆ Pat shares her wealth of wisdom and enthusiasm with attendees to rave reviews.
- ◆ Solid hands-on ideas you can use to protect your business.
- ◆ Gain a greater understanding of managing your risks.
- ◆ Insider's viewpoint to building your screen printing or embroidery business.

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