Session I: 10:00 a.m.-11:00 a.m.

What is Social Media & How to Apply it to Your Small Business

Confused about social media? Think it can’t work for your small business? This presentation by SRC technology instructor Erin Orwig will provide you with a brief overview of Facebook, Instagram, Snapchat, Twitter and Pinterest and how you can apply them to your marketing strategy.

Healthy Employees = Happy Employees

What does an employee wellness program have to do with a successful business? Jake Green will discuss the benefits of a healthy workforce—not only for the individuals working for you, but for a healthy bottom line! Find out how to get started in this informative session.

Money Matters

What does financial success mean to you? Jeff Strode will discuss how to start or improve your financial business plan, what your banker will expect from you and from your business as you get underway, and the steps needed to make your business as financially successful as possible.

Illinois Small Business Top Ten List

Use this session to develop a plan to protect your employees, lessen the financial impact of disasters, and re-open your business quickly to support economic development recovery in your community. ESDA Coordinator Chris Heile will also include information on personal preparedness and the National Weather Service “Storm Ready” program.

HR: Protect Your Employees, Protect Your Business

Kacy Brooks will discuss government and state-mandated leaves, policies that protect both employers and employees, employment branding, Department of Labor updates, diversity and inclusion, and Illinois-specific laws.

Making Nice: Culture, Identity & Getting Along

We live in a world where we—as co-workers, business owners, family members, citizens—occasionally find ourselves in rhetorical fisticuffs with others, especially via social media. Andrew Kirk’s session adapts the public speaking process of “audience analysis” to teach us to navigate issues that may occasionally find ourselves in rhetorical fisticuffs with others, especially via social media. Andrew Kirk’s session adapts the public speaking process of “audience analysis” to teach us to navigate issues that may occasionally find ourselves in rhetorical fisticuffs with others, especially via social media.

Session II: 11:00 a.m.-Noon

Emergency Preparedness for Business

Use this session to develop a plan to protect your employees, lessen the financial impact of disasters, and re-open your business quickly to support economic development recovery in your community. ESDA Coordinator Chris Heile will also include information on personal preparedness and the National Weather Service “Storm Ready” program.

Is Facebook (for Business) for You?

How is a Facebook business page different from a personal Facebook page, and how can you use it to promote your business? Join local businessman Dave Barbknecht to see how Facebook can benefit you, how to “boost” your posts, and how to gauge the effectiveness of your posts.

H.R. Protect Your Employees, Protect Your Business

Why is HR important to every business? Kacey Brooks will discuss government and state-mandated leaves, policies that protect both employers and employees, employment branding, Department of Labor updates, diversity and inclusion, and Illinois-specific laws.

Making Nice: Culture, Identity & Getting Along

We live in a world where we—as co-workers, business owners, family members, citizens—occasionally find ourselves in rhetorical fisticuffs with others, especially via social media. Andrew Kirk’s session adapts the public speaking process of “audience analysis” to teach us to navigate issues that may occasionally find ourselves in rhetorical fisticuffs with others, especially via social media.
State & Local Resource Fair—Hear brief introductions from agencies and resources in our area, then spend time networking with any agency that’s helpful to YOU!

Session III: 1:30-2:30 p.m.
Legal Pitfalls for Small Businesses
Local attorney Nick Tinsman will lead a discussion of common legal issues for small businesses, including the formation of businesses to avoid personal liabilities, employee issues, business succession planning, and relevant legal updates.

Developing the Leaders Around You
Developing leadership qualities in others is the way to ensure success in today’s competitive world, because the one asset that truly appreciates within any organization is people. Let Greg White show you how to take personal leadership one step further by showing you how to identify and train potential leaders and foster a productive team spirit.

Security Awareness Training
Technology is vital to your business, but how do you keep yourself and your business protected? Scott Brown will cover the types of cyber-security attacks, how they affect businesses, best practices, and basic steps to identify and prevent security risks.

LinkedIn—Make it Work for You!
What are the benefits of using LinkedIn? LeeAnn Hornberger will present tips and tricks on this professional networking tool. Make it work for you instead of trying to navigate through it on your own. Being your questions!

Session IV: 2:30-3:30 p.m.
Developing Successful Employees—Their Learning Styles Matter
You’ve tried and tried to get a process or procedure into your employee’s head, but for some reason it’s just not working. You don’t understand why. Well, it just may be that you’re addressing the wrong style—learning style, that is. Carol Davis will introduce you to the three main learning styles and you’ll learn methods to train employees with immediate success.

Customer Service—It Matters
While one of the most important aspects of your business success, it’s also probably the hardest subject to broach with an employee. Let Kaci Westrich share tips on how to motivate your employees to offer great customer service, how to initiate those difficult conversations, and why customer service is vital to the success of your business.

Harnessing the Power of Emotional Intelligence
As more and more people accept that emotional intelligence is just as important to professional success as technical ability, organizations are increasingly using EI to hire and promote. Let trainer Barb Claxton show you how improving your Emotional Quotient can improve your professional and personal lives.

Upcoming Events:
Chamber Golf Outing, May 19
Canton Cruise-In, June 16
Taking Care of Business Breakfast, TBD

Small Business Institute
Friday, March 3, 2017 from 8:00 a.m.–3:30 p.m.
Conference Center in Engle Hall, SRC Canton Campus
Questions: Call 309-649-6260 p.m.