



## **Business Seminar Series**

### **Past Events**

- 1. The New Healthcare Law: What does it mean for your business?**
  - **Overview:** Employers and business owners can quickly get the full scoop on the latest regulations and how they will impact your business from an expert who has traveled across the state sharing this information with others.
  - **Presenter:** Cal Kellogg, Senior VP & Chief Strategy Officer at Blue Cross Blue Shield of Arkansas
  - **Time/Date:** January 13, 2011, 10:00am-12:00pm at the Chamber
  
- 2. The Work Opportunity Tax Credit (WOTC): How It Can Benefit You**
  - **Overview:** The WOTC offers tax credits from \$1,200 to \$9,000 for employers that hire employees in certain target groups (including veterans) for at least 400 hours in a given year. Come learn how your business can take advantage of this program!
  - **Presenter:** Presenter: Kenneth Moore, WOTC Coordinator at the Arkansas Department of Workforce Services
  - **Date/Time:** January 25, 2011, 10:00am-11:00am
  
- 3. How to Hire and Fire: Employment Law and Best Practices to Keep You From Getting Sued**
  - **Overview:** Hiring and firing can be precarious and leave employers exposed to legal liability when not done right. This session will cover best practices in both hiring and firing from one who does it for a living and from another that defends employers against these types of lawsuits. If this keeps you up at night, don't miss this session!
  - **Presenters:** Larry Denson, HR Manager at Hoffinger, Inc.; Donald Knapp, attorney with experience defending employers in these types of cases
  - **Date/Time:** February 1, 2011, 2:00pm-3:00pm
  
- 4. Customer Service Training for Frontline Employees**
  - **Overview:** A comprehensive training delivered by a statewide expert to help your frontline employees significantly improve their customer service and relationship skills leading to happier customers and more repeat business for you.
  - **Presenter:** Kristine Puckett, Tourism Development Consultant with the Arkansas Department of Parks and Tourism
  - **Time/Date:** February 17, 2011, 1:00pm-5:00pm at the Chamber

## 5. How to Sell Your Handcrafts Online with Etsy

- **Overview:** Etsy.com is “the world’s handmade marketplace” and they are successfully changing the way the global economy works but helping provide a worldwide marketplace for very-very small businesses that focus in handcrafted items and antiques. So if you have one-of-a-kind crafts and products you make/manufacture or antiques that you’d like to sell to a worldwide audience, this is a workshop you don’t want to miss. You are strongly encouraged to bring a laptop so that you can leave the session having listed at least one of your items. If you wish to list your item, please also bring a credit card and come either with a digital image of your item or bring the item itself and a digital camera to take a photo.
- **Presenter:** Mollie Palmer
- **Time/Date:** The workshop will last one hour and is scheduled for the following dates:
  - November 21, 2011 at 9:00am
  - November 29, 2011 at 12:00pm
  - December 2, 2011 at 4:00pm

## 6. Housing & Business Development Mini-Conference

- **Overview:** Attendees of this “mini-conference” will learn about a wide variety of incentives and programs available to support both housing and business development, directly from the folks at USDA Rural Development and the Small Business Administration that operate these programs. So whether you’re interested in building your own single-family home, developing a multi-family housing project, or simply want to find out about all the support available to help grow your business (including grants and loan guarantees up to \$25 million), you don’t want to miss this jam-packed opportunity summit. See below for a tentative agenda.
- **Presenters:**
  - **Cheryl Ivy** – Arkansas Program Director for the Single Family Housing Program.
  - **Jackie Young** – Arkansas Program Director for the Multi-Family Housing Program.
  - **Tim Smith** – Arkansas Program Director for the Rural Business/Cooperative Development Program.
  - **Linda Nelson** – Arkansas District Director of the U.S. Small Business Administration (SBA) since 2004. She is the top official in the SBA for the entire state of Arkansas. In this capacity she is responsible for directing SBA activities in Arkansas, including the Arkansas District Office in Little Rock, and field offices in Fayetteville and Jonesboro. She is also responsible for oversight of SBA-funded resources in Arkansas, including seven Small Business Development Centers, six SCORE chapters, and two Women’s Business Development Centers. The Arkansas District Office is tasked with facilitating over 800 small business loans totaling \$120 million each year to help foster community and economic development and create new jobs in

communities throughout Arkansas, and to insure that small business owners have access to free management assistance and low-cost training.

- **Jay Coles** – SBA Loan Programs director for all of Arkansas
- **Chuck Davis** – SBA's "man in the field" for our part of the state and as such is a tireless business and economic developer, with special expertise and passion for the most economically challenged areas of the state.
- **Giuseppe Gramigna** – Chief Economist of the U.S. Small Business Administration in Washington, DC.
- **Time/Date:** December 6, 2011, 10:00am-12:00pm

## 7. Chamber Member Orientation

- **Overview:** Both new and existing members alike are invited to drop by the Chamber for ANY one of the following sessions to enjoy some free snacks and to learn about how to take full advantage of their Chamber membership. In addition to the food and the opportunity to connect/network, the Chamber will provide members with a brief overview of all the services we offer to our members. In addition, we will be welcoming suggestions and requests for additional services that we do not yet offer.
- **Presenter:** Doug Friedlander
- **Time/Date:** For the convenience of our members, we are offering the session five different times. Each session is the same as the others (except for the type of food served) and will last one hour. Simply choose the time and date that's most convenient to you:
  - Monday, January 9, 2012, 5:30pm-6:30pm
  - Tuesday, January 10, 2012, 8:00am-9:00am
  - Wednesday, January 11, 2012, 9:30am-10:30am
  - Thursday, January 12, 2012, 12:00pm-1:00pm
  - Thursday, January 12, 2012, 4:30pm-5:30pm

## 8. Accessing the Capital You Need for Your Small Business

- **Overview:** In this special open session co-sponsored by ACCION Delta and alt.Consulting, attendees will get a comprehensive introduction to how loan officers and the loan process works at any financial institution in the country. This insight will help participants make sure they take all the necessary steps prior to applying for a loan to insure they have the best chance of having the loan approved. At the end of the session, participants will hear briefly from ACCION Delta, alt.Consulting, the Helena Entrepreneur Center, and the Chamber of Commerce about the services they offer to support new and existing businesses to do what it takes to be successful including securing capital.
- **Presenter:** alt.Consulting (primary) with help from ACCION Delta, the Helena Entrepreneur Center, and the Phillips County Chamber of Commerce.
- **Time/Date:** Tuesday, January 17, 2012 from 5:00pm to 7:30pm

## 9. Customer Service Training for Front-line Employees

- **Overview:** Back by popular demand, we are pleased to offer last year's most popular and most-requested session once again. This training is designed to insure that any front-line employee that interfaces with the public (even if only by telephone) provides a level of customer service that keeps your customers coming back. Based on the statewide "Welcome to Arkansas" training program, this program will cover the basic skills and best practices of what it takes to provide excellent customer service in a fun and engaging way. The session concludes with an introduction to community attractions so that employees can serve as effective ambassadors to the increasing number of visitors and tourists we'll be seeing in the coming years.
- **Presenter:** Doug Friedlander (with help from Bettye Hendrix)
- **Time/Date:** Thursday, January 26, 2012 from 2:00pm to 5:00pm

## 10. Intro to Securing Government Procurement Contracts

- **Overview:** The opportunity to sell both products and services to government agencies (Federal, State and Local) is a golden opportunity to increase revenue on which many businesses fail to capitalize. This is a particularly true for businesses in Phillips County because Phillips County is a "HUB" zone, which means that businesses based here get preferential treatment in the bid and procurement process. Many never venture into government contracting because they don't know where to start or believe the process to be more tedious and frustrating than it is. We are therefore pleased to host the Arkansas Procurement Assistance Center (APAC), a division of the University of Arkansas Cooperative Extension that provides free counseling and consulting to Arkansas businesses on any issue related to selling goods or services to public agencies. During this presentation, participants will learn how the program is structured and what they can expect should they opt to seek assistance from APAC including, but not limited to, how to know when a bid opportunity is available that fits your business. Participants will also be shown how to access the local bid board, developed by APAC, which is only available to APAC clients.
- **Presenter:** Bobby Hall & Willie Price of the Arkansas Procurement Assistance Center
- **Time/Date:** For your convenience, the session will be offered at two different times on Wednesday, February 15, 2012:
  - 10:00am-11:00am
  - 2:00pm-3:00pm

## 11. Optimizing Your Website for Search Engines

- **Overview:** Your website is only as good as the number of visitors it receives. Since the vast majority of visitors will find your website via a search engine like Google, it's important that your website is configured in such a way that your website comes up as close to the top of the search results list as possible when key words related to your business are entered. That's what search engine optimization is all about. Attendees will be provided with a quick overview of what search engine optimization is, why it's important, and what's involved in making sure your website is found by prospective customers.
- **Presenter:** Trever Simes of Crystal Clear Computing Solutions
- **Time/Date:** For your convenience, the session will be offered at three times on Tuesday, February 21, 2012:
  - 8:30am-9:30am
  - 12:00pm-1:00pm
  - 5:00pm-6:00pm

## 12. Operating Like a Big Dog: A Workshop for Small Businesses on How to Be Competitive with the "Big Box" Pack

- **Overview:** This workshop will help small merchants (especially those in "downtown areas") learn how they can better compete against "Big Box" merchants and shopping malls. It will also be helpful to those merchants looking for tips to survive in a down economy. Some of the key topics covered will include:
  - What draws people to shop downtown instead of "Big Boxes" and Malls?
  - What drives customers away from shopping downtown?
  - Factors that help small stores survive
  - Steps you can take to help ensure your chances of survival
  - Thinking outside the traditional retail "box"

This workshop is co-sponsored by Main Street Helena and there is no charge for anyone to participate (regardless of affiliation with the Chamber or Main Street).

- **Presenter:** Mark Miller has been with Main Street Arkansas since January 1996. Prior to joining Main Street Arkansas, Mark worked five years for the Army Air Force Exchange Service and seven years for Wal-Mart. These are the nation's largest government and civilian retailers respectively. This content of this workshop are the distilled "best parts" two presentations that he gave at the National Town Meeting on Main Street in Chicago and Oklahoma City.
- **Time/Date:** For your convenience, the session will be offered twice:
  - Monday, March 12, 2012, 5:30pm-6:30pm
  - Tuesday, March 13, 2012, 8:30am-9:30am

### **13. Accessing Historic Rehabilitation Tax Credits**

- **Overview:** This is a "must attend" session for anyone who owns a historic home or a building in one of the historic districts (or is thinking about doing purchasing one) and is interested in making improvements. The session will cover the ins and outs of accessing both federal and state rehabilitation tax credits. If you're not already taking advantage of this program, you need to be! This workshop is co-sponsored by Main Street Helena.
- **Presenter:** Tom Mar, Rehabilitation Tax Credit Coordinator with the Arkansas Historic Preservation Program
- **Time/Date:** Monday, March 19 at 12:00pm and 5:30pm

### **14. Data Disaster Recovery -- Making Sure You're Not Put Out of Business By Catastrophic Data Loss**

- **Overview:** Disaster can strike at any time and in most cases with little or no warning. While we may be able to predict certain weather systems or anticipate general problems such as power outages, for the most part it is almost impossible to know when a data disaster will strike. To protect your clients and your business in the event of such an emergency, you must have a plan that covers all the bases before disaster strikes. In this session, you'll get an overview of what the bases are you need to cover and how you can get started in protecting yourself and your business.
- **Presenter:** Travis Simes of Crystal Clear Computing
- **Time/Date:** Tuesday, April 3 from 12:00pm to 1:00pm

### **15. Customer Service Training for Front-line Employees**

- **Overview:** Back by popular demand is the most-requested, best-attended workshop the Chamber offers. In January, we unveiled a new and improved curriculum and 97% of our 35 participants from 10 distinct businesses whom indicated that the class empowered them to provide better customer service and to serve as a better ambassador to visitors about our community. Providing outstanding customer service to your existing customers is the single most important marketing your business can do. So don't hold back. It's free for as many of your frontline employees as you want to send. All it will cost you is the investment of their time on one morning or afternoon.
- **Presenter:** Doug Friedlander
- **Time/Date:** Thursday, May 31, 2012 9:00am-12:00pm or 1:00pm to 4:00pm

### **16. Customer Service Training for Front-line Employees**

- **Overview:** See #15 above
- **Presenter:** Doug Friedlander
- **Time/Date:** Thursday, September 18, 2012 from 1:00pm to 4:00pm

## 17. Workforce Resource Symposium

- **Overview:** Through our own research and the research of our partners, we have discovered that many employers are largely unaware of the extraordinary array of existing, largely free workforce resources available to them. Consequently, we put together a comprehensive session for our members regarding ALL of the resources available to them ALL in one sitting. This is a not-to-be-missed, not-soon-to-be-repeated seminar, so if you can imagine looking to fill a vacancy anytime in the next few years, we strongly urge you to ask whomever in your organization is responsible for identifying and acquiring talent (from senior management to frontline personnel) to attend.
- **Presenters:**
  - Pauline Kennedy, Workforce Resource Specialist, Arkansas Department of Workforce Services
  - Joe Franklin, Assistant Director New Hire Registry and Arkansas Career Readiness Certificate Program, Arkansas Department of Workforce Services
  - Doug Friedlander, Executive Director, Phillips County Chamber of Commerce
  - David Barch, Director of One Stop Operations of WIB/WIA
  - Mary Cotton, Director, Workforce Center of Helena
  - Linda Killion, Dean of Applied Technology, PCCUA
  - Vicki Cobb, Chair of Applied Technology, PCCUA
  - Deborah Gentry
  - Kimberly Tomlinson, VP of Sales & Marketing, Preferred Staffing
- **Time/Date:** January 23, 2013 – 10:00am-12:00pm or 2:00pm-4:00pm

## 18. Website In a Day

- **Overview:** This hands-on training will guide participants step-by-step through creating an attractive, functional, five-page website using ASBTDC-provided laptops. The sessions is designed so that participants, who come into this full-day session without any web presence whatsoever, leave with a live, functioning website.
- **Presenter:** Arkansas Small Business and Technology Development Center
- **Time/Date:** May 30, 2013 from 9:00am to 4:00pm

## 19. Get Listed Locally: Can Customers Find Your Business Online?

- **Overview:** Is your business receiving the hits it should when someone searches for your product or service on the internet? See how you can claim your online listing through the multiple online search engine sites and learn how to claim a business and list it for free.
- **Presenter:** Arkansas Small Business and Technology Development Center
- **Time/Date:** July 11, 2013 from 10:00am to 12:00pm

## **20. Facebook: Profiles, Pages & Privacy**

- **Overview:** Facebook is the largest social media site with over 800 million users and over 1.5 million businesses online. If you are not on Facebook, you are missing an opportunity to grow your business with social media. Topics will include: Timeline for Business Pages, Privacy Settings for Your Profile, Building Lists of Friends, Page Development and Best Practices, Finding Fans, Delivering Relevant Content, and MUCH more! Attendees should have basic computer skills.
- **Presenter:** Arkansas Small Business and Technology Development Center
- **Time/Date:** July 11, 2013 from 1:00pm to 4:00pm

## **21. Customer Service Training for Front-line Employees**

- **Overview:** Back by popular demand is the most-requested, best-attended workshop the Chamber offers. Providing outstanding customer service to your existing customers is the single most important marketing your business can do. This training is designed to insure that any front-line employee that interfaces with the public (even if only by telephone) provides a level of customer service that keeps your customers coming back. Based on the statewide "Welcome to Arkansas" training program, this program will cover the basic skills and best practices of what it takes to provide excellent customer service in a fun and engaging way. The session concludes with an introduction to community attractions so that employees can serve as effective ambassadors to the increasing number of visitors and tourists we'll be seeing in the coming years. Graduating participants receive a certificate and pin from the statewide Welcome to Arkansas program and their companies receive a Welcome To Arkansas decal for the window of the business.
- **Presenter:** Doug Friedlander
- **Time/Date:** Thursday, September 12, 2013, either 9:00am-12:00pm or 1:00pm to 4:00pm

## **22. Navigating the New Healthcare Landscape**

- **Overview:** Even with the delay of the employer mandate from 2014 to 2015, the ground is shifting day-by-day and that will only accelerate as markets open in October and the individual mandate kicks in starting in January. In this session, you will get an overview of the evolving healthcare landscape and how it will impact your business from a true industry expert. Avoiding partisanship and just focusing on the facts, this session will help you and your business be prepared to navigate the road ahead.
- **Presenter:** Cal Kellogg, Senior VP & Chief Strategy Officer at Blue Cross Blue Shield of Arkansas
- **Time/Date:** Wednesday, September 25, either 10:30am-12:00pm or 1:30pm to 3:00pm

### **23. Informed Businesses: Navigating the Affordable Care Act**

- **Overview:** The Arkansas Small Business and Technology Development Center (ASBTDC) at University of Arkansas at Little Rock, Arkansas Health Connector, and the Phillips County Chamber of Commerce are proud to present this “brown bag lunch-and-learn” to help businesses navigate the new health insurance options and requirements contained in the Patient Protection and Affordable Care Act. Topics covered will include...
  - The Arkansas Health Insurance Marketplace and the Small Business Health Options Program (SHOP)
  - New tax, IRS reporting, and employee notification requirements for businesses;
  - Available tax credits, potential rebates, and premium reduction programs;
  - Penalties for non-compliance.
- **Presenter:** Mark O’Mell, ASBTDC Training & Outreach Coordinator
- **Time/Date:** Monday, November 11 from 12:00pm to 2:00pm or Tuesday, November 12 from 9:00am to 11:00am

### **24. Build a Free Website and Website Best Practices**

- **Overview:** The web is where we go to find things, so it is more important than ever that every local business have an online presence. Building a website can be fast, easy and free for a year through a special offer from Google. This workshop will help you learn how to get online and make sure your website can be found by customers.
- **Presenter:** Google GYBO Team (via streaming video)
- **Time/Date:** Tuesday, March 25, 2014 - 12:00pm until 2:00pm

### **25. Get Online. Get on the Map. Get Help For Your Business.**

- **Overview:** Make sure your business can be found on the web, in Search and Maps, with a free business listing on Google. Use Helpouts by Google to connect with industry experts who provide real-time help across topics from technology to small business.
- **Presenter:** Google GYBO Team (via streaming video)
- **Time/Date:** Wednesday, March 26, 2014 - 12:00pm until 2:00pm

### **26. Expand Your Online Presence**

- **Overview:** Promote your business online and attract new customers. We’ll cover free tools for monitoring your business online and you’ll learn how to manage it on-the-go. And with a deep dive session on AdWords, Google’s online advertising platform, you’ll learn how your business can place ads next to Google search results to boost website traffic and sales.
- **Presenter:** Google GYBO Team (via streaming video)
- **Time/Date:** Thursday, March 27, 2014 - 12:00pm until 2:00pm

## 27. Measuring Success with Website Analytics

- **Overview:** Measure your website traffic to understand your customers and improve your online business. Set measurement goals that are right for your business and learn how to use data to make better business decisions.
- **Presenter:** Google GYBO Team (via streaming video)
- **Time/Date:** Friday, March 28, 2014 - 12:00pm until 2:00pm

## 28. Customer Service Training for Front-line Employees

- **Overview:** Back by popular demand is the most-requested, best-attended workshop the Chamber offers. Providing outstanding customer service to your existing customers is the single most important marketing your business can do. This training is designed to insure that any front-line employee that interfaces with the public (even if only by telephone) provides a level of customer service that keeps your customers coming back. Based on the statewide "Welcome to Arkansas" training program, this program will cover the basic skills and best practices of what it takes to provide excellent customer service in a fun and engaging way. The session concludes with an introduction to community attractions so that employees can serve as effective ambassadors to the increasing number of visitors and tourists we'll be seeing in the coming years. Graduating participants receive a certificate and pin from the statewide Welcome to Arkansas program and their companies receive a Welcome To Arkansas decal for the window of the business.
- **Presenter:** Doug Friedlander
- **Time/Date:** Thursday, July 10, 2014, either 9:00am-12:00pm or 1:00pm to 4:00pm

## 29. 5 Small Business Strategies for Social Media

- **Overview:** Not sure where to begin with social media or why you should bother? Businesses of all sizes are using online tools like Facebook, Twitter, and blogs to connect with customers. This seminar is for business owners and employees familiar with social media platforms who need help developing effective strategies for social media marketing. You will learn...
  - 5 low-cost ways social media can bolster your current marketing efforts
  - Which social media platforms are a good fit for you
  - Where your target customers are looking online
  - What it could mean for your business if you aren't involved in social networking
- **Presenter:** Timothy Lee, ASBTDC – Little Rock
- **Time/Date:** Thursday, August 28 from 3pm until 5pm

### **30. Using YouTube To Promote Your Business**

- **Overview:** As a follow-up to our recent workshop, “**5 Small Business Strategies for Social Media,**” we are pleased to offer three focus sessions that will go further in depth on three of the most popular social media platforms: YouTube, Instagram, and Twitter. This casual “brown bag lunch-and-learn” session will cover a few basic “best practices” for utilizing YouTube to promote your business. There will be time for questions and one-on-one assistance afterwards. Please bring your own lunch. Soft drinks and water will be provided for registered participants.
- **Presenter:** Kathleen Quinlen
- **Time/Date:** asdf

### **31. Using Instagram To Promote Your Business**

- **Overview:** This casual "brown bag lunch-and-learn" session will cover a few basic “best practices” for utilizing Instagram to promote your business. There will be time for questions and one-on-one assistance afterwards.
- **Presenter:** Kathleen Quinlen
- **Time/Date:** Tuesday, October 28, 12:00pm-1:00pm

### **32. Using Twitter To Promote Your Business**

- **Overview:** This casual “brown bag lunch-and-learn” session will cover a few basic “best practices” for utilizing Twitter to promote your business. There will be time for questions and one-on-one assistance afterwards.
- **Presenter:** Kathleen Quinlen
- **Time/Date:** Friday, November 21, 11:30am-12:30pm