

*New!*

The Carolina Foothills  
Chamber of Commerce

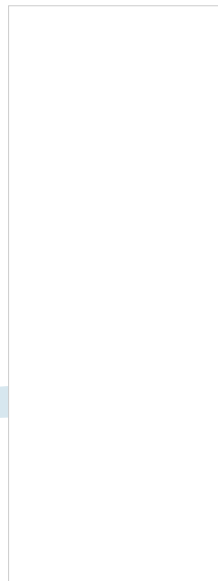
*Presents...*

## **Chamber Business Series—**

Training Modules For Small Business.

**These sessions** are open to all businesses. (Chamber members and non-members) See pricing on reverse side of this panel.

**Registration** deadline is June 25th for the first session on June 29th. For the succeeding sessions registration is one week prior. Class size limited to 25. Make your reservation by calling the Chamber at 828-859-6236; Fax your application to 828-859-2301; or, email your information and payment selection to:  
[janet@carolinafoothillschamber.com](mailto:janet@carolinafoothillschamber.com).



## **Chamber Business Series**

*Training for the  
Fundamentals of Your Business*



**Starts June 29th!**

# Chamber Business Series

## Business Planning— June 29, 2010

Time: 9-12 Noon

**Topics:** How to Develop a Business Plan, The One-Page Business Plan.

Presented by: **Stacey Lindsay**, V.P. Carolina First Bank, Tryon. Commercial Relationship Manager, Over 30 years of banking experience. Stacey has enjoyed helping business owners of any type create the backbone of their successes— a good Business Plan. She will be ready to answer Hot Topic general banking questions regarding small business.



## Marketing—July 13, 2010 Time: 9-12 Noon

**Topics:** Gathering Market Intelligence, Developing a Marketing Strategy, Creating a Brand, Marketing Plan Budget, Working with Social Networking Programs, Measuring your Marketing Programs.

Presented by: **Don Hofmann**, Marketing Consultant. 30 year career in marketing positions including VP Advertising and Senior VP Marketing with Simmons Better Sleep Through Science® Marketing Strategy Team. Marketing experience includes Coca-Cola, Ralston Purina, and others.



## Finance—July 27, 2010 Time: 9-12 Noon

**Topics:** Basic Profit & Loss Understanding, How to Measure ROI on Spending, Understand Your Balance Sheet and Cash Flow.

Presenters: **L. Blake Smyth**, Certified Public Accountant, B.S in Math, M. Ed in Math. A former High School Math teacher and College Instructor,

Blake has been in public practice since 1997, concentrating in Small Business Accounting & Taxation, Non-Profit Accounting & Taxes, Individual Taxes.

**Harry B. Grymes**, Senior VP of Mountain 1st Bank, specializing in Financial Analysis, Loan Underwriting, Business Development, Business Management, Commercial Loan Management, and manages and creates commercial loan portfolios. Harry also has eight years experience in owning and managing a successful full-service restaurant and bar.

## Sales—August 10, 2010 Time: 9-12 Noon

**Topics:** Selling Skills, Customer Service Model, Purchase Experience, Customer Engagement Cycle.

Presented by: **Dave Herbert**, has over 30 years of wholesale and retail sales, advertising, marketing and sales training experience with a diverse set of companies including Concept II Advertising and Public Relations, Whirlpool Corporation and Watson Furniture Company. Dave is currently the Carolinas District Sales Manager for Eastern Marketing Corporation and is also President of Turning Wheels Consulting, LLC, a consulting practice specializing in strategic marketing and sales development for small retailers. Through his career, he has worked with many notable companies on sales and marketing initiatives including Brand Source, Sears, Home Depot, Best Buy, h.h. Gregg, Lack's Furniture and Brands-Mart USA.



## Operations—August 24, 2010 Time: 9-12 Noon

**Topics:** Understanding of Order-To-Cash Cycle, Map and Improve Workflow Processes, Customer Service Mentality.

Presented by: **Kevin Brode**, of Kevin-Brode & Associates, is considered an expert in team performance, communication and strategy. He has 25 years of experience at the corporate level with fortune 500 organizations including Proctor & Gamble and Bristol-Myers Squibb. Provides keynote speeches, workshops or individual coaching sessions.



## Business Series Sign-Up

Sign up for:	Member	NonMembers
<input type="checkbox"/> Sales	\$ 25.00	\$ 30.00
<input type="checkbox"/> Marketing	\$ 25.00	\$ 30.00
<input type="checkbox"/> Finance	\$ 25.00	\$ 30.00
<input type="checkbox"/> Operations	\$ 25.00	\$ 30.00
<input type="checkbox"/> Business Planning	\$ 25.00	\$ 30.00
<input type="checkbox"/> All Five Seminars	\$100.00	\$120.00
Total:		_____

Business Name \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Method of Payment

- Check Enclosed  
 Bill Me  
 Visa  
 MasterCard  
 Discover

Credit Card # \_\_\_\_\_ Exp. date \_\_\_\_\_

Signature \_\_\_\_\_

## CAROLINA FOOTHILLS CHAMBER OF COMMERCE

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