

*Dr. Stephen A. LeMay is Associate Professor of Marketing at Dalton State College and Professor Emeritus of Marketing and Logistics at Mississippi State University. He writes and consults on marketing, social media, human resources, and supply chain management. He has coauthored two books, a collection of teaching materials on logistics, and over 75 articles in academic and trade publications. He holds an undergraduate degree in journalism from Northwestern University and MBA in operations management from the University of Tennessee, Knoxville, and a doctorate in transportation and logistics from the University of Tennessee, Knoxville. He was a Russian linguist in the United States Air Force from 1972-1978. He runs distances, writes poetry, and read voraciously. He was born in Knoxville, TN, and currently lives in Ringgold, GA.*

This class will help businesses use Facebook, Twitter, LinkedIn, blogs, and on-line comment pages to manage business relationships. It will address customer, supplier, and employee relationships using free and almost-free medial. Participants will leave the class with concrete ideas and sources for using Facebook and other social media in their businesses.

### **“Customer Service from the Heart”**

November 16, 2011

7:45 am Registration

Class 8:00 am - 10:00 am

Cost is \$25.00 for Chamber members

\$40.00 for non-members

*Presented by Paula Kleine*

*Mrs. Kleine opened one of the first “woman owned - computer franchises” in Tennessee. From 1989 to 1998, she and her husband were small business owners selling and servicing commercial accounts with their computer and networking needs. In 1999, Mrs. Kleine became a banker in Whitfield and Catoosa counties. She is well known for being an advocate for the*

*customer and for marketing excellence. Mrs. Kleine was named 2006 Marketer of the Year by the Community Bankers Association (CBA) of Georgia. As Marketer of the Year, Mrs. Kleine was noted as having performed at the top level in six major marketing criteria dealing with consistency, excellence, success, development and implementation of programs; brand building, quality of communications, innovation and vision and strengthening of the community banking industry. Mrs. Kleine is a graduate of Covenant College with a B.S. degree in Organizational Management. She currently serves on the Executive Board of the Boy Scouts of America and is a Silver Beaver Award Recipient for excellence in volunteering for The Boy Scouts of America.*

This class will teach you how to keep your customers for life and develop a customer advocate culture and save money at the same time. In one study, 80% of customers who switched to another product or service say they were satisfied with their original provider. Customer satisfaction is not enough. If you don't have a genuine relationship with customers, they are at risk to leave for a competitor.

### **Business Consultant Services**

The Catoosa County Chamber of Commerce has partnered with The University of Georgia Small Business Development Center to offer advice and consulting. Individual consulting services are available from 10:00 am - until 1:00 pm on an appointment only basis. There is no charge for these services; however, you must register by calling the Chamber office at 706-965-5201 Ext 10, or on the web site at [www.catoosachamberofcommerce.com](http://www.catoosachamberofcommerce.com) and clicking on Business University.



**2011**

(706) 965-5201

264 Catoosa Circle • Ringgold, GA 30736

[www.catoosacountychamberofcommerce.com](http://www.catoosacountychamberofcommerce.com)

## Location

Seminars will be held at the Chamber Office inside the Colonnade Civic Center.

### “Tax Changes You Should Know About”

January 19, 2011

7:45 am Registration

Class 8:00 am - 10:00 am

Cost is \$25.00 for Chamber members

\$40.00 for non-members

*Presented by Stephanie Dickert,*

*Stewardship for Life and Perry Sherrell, CPA*

*Ms. Dickert is owner of Stewardship for Life, an accounting and money management company. She is a graduate of Dalton College and Chattanooga State. She is a QuickBooks Pro Advisor and has been an accountant for 15 years. Ms. Dickert has banking, auditing, and fraud prevention in her background. She specializes in helping business balance the accounting and running of their business. She stresses the smarter not harder approach so business owners are living life in balance.*

*Mr. Sherrell is Certified Public Accountant with over 25 years of working experience in both private and public accounting and has held positions of controller, tax manager and audit manager. His experience includes working with individuals, closely held businesses and non-profits. Perry earned his B.S. in Accounting from the University of Tennessee in 1980 and shortly earned his Professional Designation of Certified Public Accountant. He is a member of the American Institute of Certified Public Accountants, Tennessee Society of Certified Public Accountants and National Society of Accountants.*

The class will center on the Small Business Job Creation and Access to Capital Act of 2010, Patient Protection and Affordable Care Act of 2010, The Hire Act and Payroll Updates for 2011.

### “Miserly Marketing”

March 16, 2011

7:45 am Registration

Class 8:00 am - 10:00 am

Cost is \$25.00 for Chamber members

\$40.00 for non-members

*Presented by Dr. Marilyn M. Helms, D.B.A.,*

*CFPIM, CIRM, CSCP, CQM/OE*

*DR. MARILYN M. HELMS is the Sesquicentennial Chair and Professor of Management at Dalton State College in Dalton, GA. She works closely with the area community, speaking on quality, entrepreneurship, and other management topics as well as conducts seminars, and training programs. She teaches the capstone strategic management course to business seniors and their final semester-long project is a strategic analysis of a local business organization. Dr. Helms is the author of numerous business articles and writes a monthly column for the Dalton (GA) Daily Citizen newspaper. She holds a doctorate degree from the University of Memphis (Tennessee) and was a Fulbright scholar to Portugal in 2000 at the University of Coimbra. Her current research interests include quality, customer service, and supply chain management.*

This class will help businesses identify creative ideas to promote their products, services, image and brand in a time of limited funding. You will explore both no-cost and low-cost methods through examples. Participants will leave with new ideas to implement in their organizations.

### “Beginner QuickBooks “

May 18, 2011

7:45 am Registration

Class 8:00 am - 10:00 am

Cost is \$25.00 for Chamber members

\$40.00 for non-members

*Presented by Stephanie Dickert*

*Ms. Dickert is owner of Stewardship for Life, an accounting and money management company. She previously was vice president of a major*

*national bank, a graduate of Dalton College and Chattanooga State, and has been advising small businesses for over 15 years.*

This is an introduction to basic QuickBooks and you will be given a DVD with information on setting up your own QuickBooks. You will need to bring a laptop to class.

### “Intermediate QuickBooks”

July 20, 2011

7:45 am Registration

Class 8:00 am - 10:00 am

Cost is \$25.00 for Chamber members

\$40.00 for non-members

*Presented by Stephanie Dickert*

*Ms. Dickert is owner of Stewardship for Life, an accounting and money management company. She previously was vice president of a major national bank, a graduate of Dalton College and Chattanooga State, and has been advising small businesses for over 15 years.*

This is for those who currently use QuickBooks, but need to be able to reach the software's full potential. You will learn to analyze financial data, payroll, inventory control, sales tax, estimate and progress invoicing, and write forms and letters. You will need to bring a laptop to class.

\*This class will last until 11:00 am, with an optional question and answer period from 11:00-12:00 noon

### “Facebooking the New Millennium: Social Media and Business Relationships”

September 21, 2011

7:45 am Registration

Class 8:00 am - 10:00 am

Cost is \$25.00 for Chamber members

\$40.00 for non-members

*Presented by: Dr. Stephen Lemay*