

Financial Planning • Business Development
• Human Resources • Health & Wellness •
Leadership • INSPIRE Leadership Speaker Series



• Marketing • Workplace Safety & Security •
AFP Fundamentals of Fundraising Financial
Planning • Business Development • Human
Resources • Health & Wellness • Leadership •
INSPIRE Leadership Speaker Series • Marketing •
Workplace Safety & Security • AFP fundamentals
of Fundraising Financial Planning • Business
Development • Human Resources • Health
& Wellness • Leadership • INSPIRE Leadership
Speaker Series • Marketing • Workplace Safety

Training & Development 2017 CATALOG

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Programs presented by:

Flint & Genesee Chamber of Commerce
519 S. Saginaw Street, Suite 200
Flint, MI 48502

Office Hours: Monday–Friday 8:30 a.m. to 5:00 p.m.
810.600.1404 | flintandgenesee.org



Greetings,

If you have plans to pursue professional development in 2017, the Flint & Genesee Training & Development Catalog is a great place to start. Whether you're an employee of a local business, community organization, or an individual looking for continuing education opportunities, the Flint & Genesee Chamber of Commerce offers a variety of courses to meet your needs.



These training and development opportunities are made possible in part by the generous support of the Charles Stewart Mott Foundation. In the following pages, you will find information regarding more than 70 workshops, seminars and conferences – each led by experts in their respective fields and industries.

Some of these programs focus on professional development – helping you to better understand and move forward in your career path. Others focus on personal development – giving you the skills needed to better manage your health and finances. Whatever training you pursue, you are bound to gain insights and skills that can be applied in both your work and home life.

If you have any questions about the catalog or have suggestions for future trainings, don't hesitate to reach out. Call our Shared Services Group at (810) 600-1404 and they will be glad to speak with you.

Investment in your professional development is an investment in your career, your company and – most of all – yourself. As with all investments, choose wisely based on a clear set of goals.

A handwritten signature in black ink, which appears to read "Tim Herman". The signature is fluid and cursive.

Tim Herman, CEO
Flint & Genesee Chamber of Commerce

CLASSES AT A GLANCE

JANUARY

Healthy Cooking Demo	January 17	Noon to 1:00 p.m.	Pg. 15
'Future Proof' Your Marketing for 2017	January 26	8:00 a.m. to 9:00 a.m.	Pg. 21

FEBRUARY

Finding the Right Media Mix	February 20	Noon to 1:00 p.m.	Pg. 21
Mindfulness at Work	February 21	Noon to 1:30 p.m.	Pg. 15
Intro to Room Full of Referrals	February 23	Noon to 1:00 p.m.	Pg. 21
INSPIRE Leadership Series: David McGhee	February 24	Noon to 1:00 p.m.	Pg. 18
Keep Your Credit Healthy	February 28	Noon to 1:00 p.m.	Pg. 5

MARCH

Lean Manufacturing: What it can do for your Business	March 1	8:00 a.m. to 9:30 a.m.	Pg. 9
Leading from the Inside-Out	March 3	8:30 a.m. to 10:00 a.m.	Pg. 17
Women in 2017: Healthy, Productive and Connected	March 7	Noon to 1:00 p.m.	Pg. 15
AFP Fundamentals of Fundraising: Module 1	March 8	Noon to 5:00 p.m.	Pg. 26
How to Connect and Engage Your Prospects on LinkedIn	March 9	Noon to 1:00 p.m.	Pg. 21
Topics Related to Employment Discrimination	March 13	Noon to 1:00 p.m.	Pg. 11
Millennials: It's Your Turn in Life, Now Can You Control It?	March 14	8:00 a.m. to 9:00 a.m.	Pg. 5
AFP Fundamentals of Fundraising: Module 2 & 3	March 15	Noon to 5:00 p.m.	Pg. 26
INSPIRE Leadership Series: Amy Hovey	March 17	Noon to 1:00 p.m.	Pg. 18
Legal Basics of Setting up Your Business	March 21	Noon to 1:15 p.m.	Pg. 11
AFP Fundamentals of Fundraising: Module 4 & 5	March 22	Noon to 5:00 p.m.	Pg. 26
What is Stress?	March 27	Noon to 1:00 p.m.	Pg. 14
AFP Fundamentals of Fundraising: Module 6 & 7	March 29	Noon to 5:00 p.m.	Pg. 26

APRIL

Your Chamber is a Gold Mine	April 11	Noon to 2:00 p.m.	Pg. 21
Survival at Home	April 12	8:00 a.m. to 9:00 a.m.	Pg. 5
Small Business Owners: You Took the Risk, Reap the Rewards!	April 18	Noon to 1:00 p.m.	Pg. 5
Crim Training Program	April 20	Noon to 1:30 p.m.	Pg. 14
INSPIRE Leadership Series: Dr. Bobby Mukkamala	April 21	Noon to 1:00 p.m.	Pg. 18
Navigating the ISO 9001:2015 Transition	April 24	8:00 a.m. to 9:30 a.m.	Pg. 9
2017 Employment Law Updates	April 25	Noon to 1:00 p.m.	Pg. 11

MAY

Couch to 5K	May 2	Noon to 1:00 p.m.	Pg. 14
Change is a Good Thing: You Go First	May 8	Noon to 2:00 p.m.	Pg. 17
Gaming, Pay Me!	May 10	8:00 a.m. to 9:00 a.m.	Pg. 5
INSPIRE Leadership Series: Kathi A. Horton	May 12	Noon to 1:00 p.m.	Pg. 19
Physical Activity in the Workplace	May 16	Noon to 1:00 p.m.	Pg. 15
Project Management	May 22	Noon to 1:00 p.m.	Pg. 9
Top Medical Marijuana Law Issues	May 23	Noon to 1:00 p.m.	Pg. 11
10 Commandments of a Networking Event	May 25	Noon to 1:00 p.m.	Pg. 21

JUNE

Business Security Awareness Training	June 2	8:30 a.m. to 9:30 a.m.	Pg. 25
Identifying Stressors	June 5	Noon to 1:00 p.m.	Pg. 15
Raining Money	June 6	Noon to 1:00 p.m.	Pg. 5
The Art of Transmedia: Telling a Story Across Multiple Platforms	June 8	8:00 a.m. to 9:00 a.m.	Pg. 22
INSPIRE Leadership Series: Phillip Shaltz	June 12	Noon to 1:00 p.m.	Pg. 19
Mindfulness in Nature	June 13	Noon to 1:30 p.m.	Pg. 15

Website Tips & Tricks	June 15	Noon to 1:00 p.m.	Pg. 22
What Small Businesses Need to Know About Intellectual Property and Employment Law	June 20	Noon to 1:15 p.m.	Pg. 11
Beyond Skin Deep: Embedding Best Practices Deep Into Your Business	June 27	Noon to 1:30 p.m.	Pg. 8
National CPR and AED	June 29	8:00 a.m. to 10:30 a.m.	Pg. 25

JULY

Bookkeeping Basics	July 10	Noon to 2:00 p.m.	Pg. 6
The Basics of a Commercial Tenancy	July 14	8:30 a.m. - 9:30 a.m.	Pg. 12
Connect the Dots	July 18	Noon to 1:30 p.m.	Pg. 23
Leading Together: Moving from Cooperation to Collaboration	July 20	8:30 a.m. to 10:00 a.m.	Pg. 17
Grow & Improve with Lean Office and Costing	July 21	8:00 a.m. to 9:30 a.m.	Pg. 7
Get It Done! Effective Meeting Facilitation	July 25	5:30 p.m. to 6:30 p.m.	Pg. 9

AUGUST

Cooking Healthy – Cooking Demonstration	August 1	Noon to 1:00 p.m.	Pg. 14
Teen/Parent Social Media & Reputation Awareness	August 5	5:30 p.m. to 6:30 p.m.	Pg. 25
Facebook 101	August 16	Noon to 1:00 p.m.	Pg. 23
Business Model Canvas and the Entrepreneurial Ecosystem	August 22	Noon to 1:30 p.m.	Pg. 9
New Wheels	August 29	Noon to 1:00 p.m.	Pg. 6

SEPTEMBER

QuickBooks 101	September 5	Noon to 2:00 p.m.	Pg. 6
Opening the Door	September 8	Noon to 1:00 p.m.	Pg. 6
Preventing Back Injuries/Benefits of Massage	September 12	Noon to 1:00 p.m.	Pg. 14
Marketing in a Mobile World: How Do I Find My Customers When They Are Always Moving?	September 14	8:00 a.m. to 9:00 a.m.	Pg. 23
Networking: Creating Greatness Together	September 19	Noon to 2:00 p.m.	Pg. 17
Restore Balance	September 25	Noon to 1:00 p.m.	Pg. 14
The Law of the Art and Entertainment Industry	September 26	Noon to 1:00 p.m.	Pg. 12
Workplace Emergency Preparedness: National Preparedness Month	September 28	Noon to 1:00 p.m.	Pg. 25

OCTOBER

Stress Relaxation	October 3	Noon to 1:00 p.m.	Pg. 15
INSPIRE Leadership Series: Dr. Beverly Walker-Griffiea	October 5	Noon to 1:00 p.m.	Pg. 19
"Disruptive Innovations: Integrating A Culture of Change Through Oreos, FISH and a 'Beyond BlockBuster' Business Model "	October 10	9:00 a.m. to Noon	Pg. 8
Growing Your Business with Market Research	October 11	8:00 a.m. to 9:30 a.m.	Pg. 8
Networking and Non-Profits	October 12	Noon to 1:00 p.m.	Pg. 22
Television Advertising Panel	October 16	Noon to 1:00 p.m.	Pg. 22
Current Consumer Law Concerns	October 17	8:30 a.m. to 9:30 a.m.	Pg. 12
Following Your Passion	October 19	5:30 p.m. to 6:30 p.m.	Pg. 9
Business Model Canvas and the Entrepreneurial Ecosystem	October 24	Noon to 1:30 p.m.	Pg. 9

NOVEMBER

Facebook 202	November 2	Noon to 1:00 p.m.	Pg. 22
INSPIRE Leadership Series: Isaiah Oliver	November 7	Noon to 1:00 p.m.	Pg. 19
Social in 2018: How Will We Connect Next Year?	November 9	8:00 a.m. to 9:00 a.m.	Pg. 22
Mindfulness for Less Stress During the Holidays	November 14	Noon to 1:30 p.m.	Pg. 15

DECEMBER

The Importance and Benefit of Google Analytics	December 14	Noon to 1:00 p.m.	Pg. 22
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Financial Planning



"Pay your bills, yes. But don't invest in them. Invest in your dreams. What you invest in grows."

~Suzette Hinton

Keep Your Credit Healthy	February 28
Millennials: It's Your Turn in Life, Now Can You Control It?	March 14
Survival at Home	April 12
Small Business Owners: You Took the Risk, Reap the Rewards!	April 18
Gaming, Pay Me!	May 10
Raining Money	June 6
Bookkeeping Basics	July 10
New Wheels	August 29
QuickBooks 101	September 5
Opening the Door	September 8

Financial Planning facilitators and presenters represent organizations including:

ELGA Credit Union, which promotes financial wellness by offering financial fitness workshops in Genesee County. Their seminars help move you forward on the best path for your specific circumstances. elgacu.com

Minder Planning Group, a fee-based investment firm in Grand Blanc. Founder Mark Minder specializes in developing strategic plans for accomplishing short-term and long-term goals that exist in all three phases of a client's financial life cycle: wealth accumulation, wealth preservation and wealth transfer. minderplanninggroup.com

Angeline & Associates, LLC, which provides stability to nonprofit organizations through specialized accounting and consulting services. angeline-associates.com

To register, visit flintandgenesee.org/training or call 810.600.1404

Financial Planning

Interested in developing your road map to financial freedom? These workshops will equip attendees with the knowledge and skills needed to make outstanding financial decisions. Topics cover everything from buying a new car to maintaining a healthy credit score.



Keep Your Credit Healthy!

Tuesday, February 28, Noon to 1:00 p.m.

Your credit score can impact whether or not you're approved for a loan as well as what your interest rates will be. Learn about common credit score myths as well as some helpful do's and don'ts. Attendees will walk away with an understanding of basic credit bureau terminology, the components of a credit score and what factors impact overall score.

\$5 general admission, free for Chamber members
Facilitator: ELGA Credit Union
ELGA Credit Union - Flint Branch, 5072 Corunna Road, Flint

Millennials: It's Your Turn in Life, Now Can You Control It?

Tuesday, March 14, 8:00 a.m. to 9:00 a.m.

Many of the Millennial generation – those born between the early 1980s and the early 2000s – have already entered the workforce. This interactive session is designed to help those young professionals navigate financial basics, work-life balance, goal setting and more.

Free
Facilitator: Mark Minder founded Minder Planning Group
Community Foundation of Greater Flint, 500 Saginaw St., Suite 200, Flint

Survival at Home

Wednesday, April 12, 8:00 a.m. to 9:00 a.m.

Looking for ways to save money? Learn how to better manage your financial resources by creating a monthly budget. Attendees will discover easy ways to cut costs as well as develop lifelong financial goals.

\$5 general admission, free for Chamber members
Facilitator: ELGA Credit Union
ELGA Credit Union Administration Building, 2305 S. Center Road, Burton

Small Business Owners: You Took the Risk, Reap the Rewards!

Tuesday, April 18, Noon to 1:00 p.m.

Starting a small business can be risky. This session is designed to help business owners with the basics of starting a business while also showing them how to collect a paycheck while they're at it.

Free
Facilitator: Mark Minder founded Minder Planning Group
Community Foundation of Greater Flint, 500 Saginaw St., Suite 200, Flint

Gaming, Pay Me!

Wednesday, May 10, 8:00 a.m. to 9:00 a.m.

Many of today's businesses offer point and reward systems for customers, but it can be difficult to grasp which ones truly benefit the consumer. Learn about different loyalty programs and the prizes you can earn by shopping at certain stores and restaurants. Attendees will also learn how to use their smartphone to earn points while shopping.

\$5 general admission, free for Chamber members
Facilitator: ELGA Credit Union
ELGA Credit Union Administration Building, 2305 S. Center Road, Burton

Raining Money

Tuesday, June 6, Noon to 1:00 p.m.

Learn how to earn extra cash from selling goods online. This session will cover a number of different e-commerce sites, including eBay, Facebook, Poshmark and Amazon. Attendees will also learn about tax deductions for leftover inventory.

\$5 general admission, free for Chamber members
Facilitator: ELGA Credit Union
ELGA Credit Union Administration Building, 2305 S. Center Road, Burton

Bookkeeping Basics

Monday, July 10, Noon to 2:00 p.m.

Regardless of your ability to successfully market and sell products and/or provide services, you must understand the type of “accounts” your bookkeeper uses to organize your finances. In this session, learn about the 10 most common types of bookkeeping accounts.

\$10 general admission, \$5 for Chamber members

Facilitator: Angeline & Associates, LLC

Berston Field House, 3300 N. Saginaw St., Flint

New Wheels

Tuesday, August 29, Noon to 1:00 p.m.

Car shopping can prompt a number of questions: Should I buy or lease? Should I buy new or used? Should I trade in my old vehicle or sell it outright? Learn some useful strategies for buying and/or selling your next vehicle. By planning ahead, you could save hundreds – even thousands – of dollars.

\$5 general admission, free for Chamber members

Facilitator: ELGA Credit Union

ELGA Credit Union Administration Building, 2305 S. Center Road, Burton

QuickBooks 101

Tuesday, September 5, Noon to 2:00 p.m.

QuickBooks is a bookkeeping program designed for all business owners – even those who lack an accounting or financial background. If you know how to complete basic business forms, you will be able to easily navigate this software application. Learn how this tool can help manage payroll, track inventory and assess business profitably and program costs.

\$10 general admission, \$5 for Chamber members

Facilitator: Angeline & Associates, LLC

Berston Field House, 3300 N. Saginaw St., Flint

Opening the Door

Friday, September 8, Noon to 1:00 p.m.

Are you wondering whether you should rent or buy your next home? Or are you trying to decide between staying in your current residence while you finish paying your mortgage or using your equity to purchase a bigger home? Interested in learning whether you should pay extra on your principle or just make the minimum payments? If you answered yes to any of these questions, check out this session, which will cover the ins and outs of homeownership.

\$5 general admission, free for Chamber members

Facilitator: ELGA Credit Union

ELGA Credit Union Administration Building, 2305 S. Center Road, Burton

LEADERSHIP NOW
STRATEGIC LEADERSHIP DEVELOPMENT INSTITUTE

Optimizing Leadership
Effectiveness



Leadership NOW is a comprehensive, professional development program offered by the Flint & Genesee Chamber of Commerce in partnership with United Way of Genesee County. Sessions are held monthly for one year and will provide essential resources and practical knowledge to transform you and your leadership competence to increase your impact on your organization and community.

Potential participants include executive directors, political leaders, municipal employees, board members, nonprofit professionals and community leaders.

If you would like to explore this unique opportunity, please plan to attend one of the required information sessions.

**For more information, visit
flintandgenesee.org/leadershipnow**

Business Development



“Learning and innovation go hand in hand. The arrogance of success is to think that what you did yesterday will be sufficient for tomorrow.”

~William Pollard

Lean Manufacturing: What It Can Do For Your Business	March 1
Navigating the ISO 9001:2015 Transition	April 24
Project Management	May 22
Beyond Skin Deep: Embedding Best Practices Deep Into Your Business	June 27
Grow & Improve with Lean Office and Costing	July 21
Get It Done! Effective Meeting Facilitation	July 25
Business Model Canvas and the Entrepreneurial Ecosystem	August 2
Disruptive Innovations: Integrating A Culture of Change Through Oreos, FISH and a 'Beyond BlockBuster' Business Model	October 10
Growing Your Business with Market Research	October 11
Following Your Passion	October 19
Business Model Canvas and the Entrepreneurial Ecosystem	October 24

Business Development facilitators and presenters represent organizations including:

***Innovation Incubator**, a program of UM-Flint's Office of University Outreach, offers workshops, business plan counseling and a co-working space to students and community members. go.umflint.edu/IN*

***Eric Rowles**, a nationally recognized trainer, speaker and consultant who has worked with more than 150,000 youth, adults, administrators, professionals and policy makers over the last 15 years. leadingtochange.com*

***ZingTrain**, which offers seminars and training sessions based on the tools, techniques and philosophies developed through constant implementation and improvement at each and every one of the Zingerman businesses. zingtrain.com*

***Communities First, Inc.**, a nonprofit community development corporation. Co-founders Glenn and Essence Wilson's combined skill sets spans multiple industries and sectors, including entrepreneurship, health care, transportation, nonprofits, youth development, engineering, place making and economic development. communitiesfirstinc.org*

***Michigan Manufacturing Technology Center**, which helps Michigan's small and medium-sized businesses compete and grow. Through personalized services fitted to meet the needs of clients, the center helps develop more effective business leaders, promote company-wide operational excellence and foster creative strategies for business growth and greater profitability. the-center.org*

To register, visit flintandgenesee.org/training or call 810.600.1404

Business Development

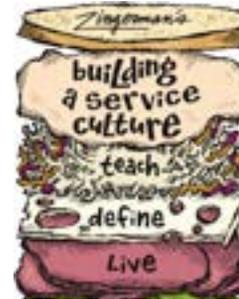
A successful business requires good planning, a strong idea and an innovative mindset. This series is designed to help both early-stage entrepreneurs as well as seasoned professionals get their ideas down on paper, identify local resources and think innovatively.



Beyond Skin Deep: Embedding Best Practices Deep Into Your Business

Tuesday, June 27, Noon to 1:30 p.m.

ZingTrain will share ideas and concepts they have found to be particularly effective in embedding best practices into the operations of their businesses. Learn how Zingerman's employs the Belief Cycle to understand core motivations, the recipe for creating a Customer Service Culture within your own organization and how the energy you project can make or break any interaction. Attendees will leave with a slew of tips and techniques, and a whole new lens with which to look at the inner workings of their businesses!



\$25 general admission, \$15 for Chamber members

Facilitator: ZingTrain

Durant-Dort Factory One, 303 W. Water Street, Flint

Grow & Improve with Lean Office and Costing

Friday, July 21, 8:00 a.m. to 9:30 a.m.

About 70 percent of labor costs are attributed to above-the-shop-floor activities, including support operations such as quoting, accounting, sales and engineering. Learn about a comprehensive hands-on approach to teach team leaders how to identify opportunities for improvement through reduction in time-conducting transactional activities. You will also learn about Activity Based Costing/Quoting and how its implementation can help you identify where you are – and aren't – making money.

\$25 general admission, \$15 for Chamber members

Facilitator: Michigan Manufacturing Technology Center

Mott Community College Technology Center, 1401 E. Court St., Flint

Disruptive Innovations: Integrating A Culture of Change Through Oreos, FISH and a 'Beyond BlockBuster' Business Model

Tuesday, October 10, 9:00 a.m. to Noon

From a new presidency, dynamic innovations in technology and even a new Star Wars movie, we are experiencing seismic changes in the world around us. In the midst of these changing times, how can we keep our businesses moving ahead? This fast-paced, hands-on training will dive into the work of some of the world's most accomplished futurists. It will also showcase several examples of companies using disruptive innovations to transform their business sectors and detail how these methods can be applied to our daily work.

\$25 general admission, \$15 for Chamber members

Facilitator: Eric Rowles

Durant-Dort Factory One, 303 W. Water Street, Flint

Growing Your Business with Market Research

Wednesday, October 11, 8:00 a.m. to 9:30 a.m.

Conducting market research is a crucial component of developing a strong growth strategy, but its importance is often overlooked. Learn how to develop in-house market research initiatives during this session. Tactics covered include free and low-cost resources for investigating the competitive landscape, industry trends and using online surveys to collect information on customer perceptions, level of satisfaction and other key metrics.

\$25 general admission, \$15 for Chamber members

Facilitator: Michigan Manufacturing Technology Center

Mott Community College Technology Center, 1401 E. Court St., Flint

Lean Manufacturing: What It Can Do For Your Business
Wednesday, March 1, 8:00 a.m. to 9:30 a.m.

Do you know how much waste your organization produces? Do you ever have to wait for someone else to finish a task before you complete your own work? Do you have a large inventory of unsold stock? Waste happens and it can cost you — and your customers — money and time. Understanding the solutions Lean Manufacturing provides, allows businesses to thrive and grow through the elimination of all non-value-adding activities.

\$25 general admission, \$15 for Chamber members
Facilitator: Michigan Manufacturing Technology Center
Mott Community College Technology Center, 1401 E. Court St., Flint

Navigating the ISO 9001:2015 Transition
Monday, April 24, 8:00 a.m. to 9:30 a.m.

The latest edition of ISO 9001, ISO's flagship quality management systems standard, was published in 2015. New additions include Risk-Based Thinking, Organizational Knowledge, and Concept of the Organization. Manufacturers will learn about the most recent changes, how that will impact their businesses and Quality Management Systems, as well as how to address critical updates sooner rather than later.

\$25 general admission, \$15 for Chamber members
Facilitator: Michigan Manufacturing Technology Center
Mott Community College Technology Center, 1401 E. Court St., Flint

Project Management
Monday, May 22, Noon to 1:00 p.m.

Managing a project of any size can be a daunting task. This workshop will provide an overview of several project management frameworks, discussion of project management tools and advice for addressing the difficulties inherent to project management. Attendees will leave with a thorough understanding of how to complete projects on time and on target.

\$10 general admission, \$5 for Chamber members
Facilitators: Glenn & Essence Wilson, co-founders of Communities First, Inc.
Girl Scouts of Southeastern Michigan Council, 111 E. Court St., Flint

Get It Done! Effective Meeting Facilitation
Tuesday, July 25, 5:30 p.m. to 6:30 p.m.

Have you ever dreaded attending a meeting because it drags along or you don't feel as though anything was accomplished? This fun and interactive session explores the pitfalls of poor meeting facilitation and provides suggestions on how to structure efficient and engaging meetings.

\$10 general admission, \$5 for Chamber members
Facilitators: Glenn & Essence Wilson, co-founders of Communities First, Inc.
Genesee District Library Headquarters, 4195 W. Pasadena Ave., Flint

Business Model Canvas and the Entrepreneurial Ecosystem
Tuesday, August 22, Noon to 1:30 p.m.

The business model canvas is a visual tool that helps identify advantages and problems in early-stage ideas. This workshop walks entrepreneurs through basic business modeling, while also introducing them to local resources and opportunities within the larger entrepreneurial service provider ecosystem.

Free
Facilitator: UM-Flint's Office of University Outreach
Innovation Incubator, Northbank Center, 432 N. Saginaw Street, Flint

Following Your Passion
Tuesday, October 19, 5:30 p.m. to 6:30 p.m.

There are a lot of passionate people in the world, but is passion enough to create a successful business, establish a career or make a difference? Discover the answer to that question and several other important considerations when deciding to follow your passion. Participants will be equipped with tools to determine ways to pursue their dreams, while remaining grounded in reality.

\$10 general admission, \$5 for Chamber members
Facilitators: Glenn & Essence Wilson, co-founders of Communities First, Inc.
Genesee District Library Headquarters, 4195 W. Pasadena Ave., Flint

Business Model Canvas and the Entrepreneurial Ecosystem
Tuesday, October 24, Noon to 1:30 p.m.

The business model canvas is a visual tool that helps identify advantages and problems in early-stage ideas. This workshop walks entrepreneurs through basic business modeling, while also introducing them to local resources and opportunities within the larger entrepreneurial service provider ecosystem.

Free
Facilitator: UM-Flint's Office of University Outreach
Innovation Incubator, Northbank Center, 432 N. Saginaw Street, Flint



Leadercast Flint & Genesee
Building Leaders Worth Following
Powered by **Purpose**
Join us **May 5, 2017**
Purpose is what defines us, drives us, and empowers us.
Purpose is the glue for an organization and the fuel for an individual. Today's organization can't rely on old practices. A new organization is emerging and at the center of its driving force is the igniting power of purpose.
In 2017, Leadercast will be exploring what can happen when teams and individuals are connected with purpose, creating a strong organizational culture with intentional leadership that inspires extraordinary results.
[Learn more at flintandgenesee.org/leadercast](http://flintandgenesee.org/leadercast)

Human Resources



Topics Related to Employment Discrimination	March 13
Legal Basics of Setting up Your Business	March 21
2017 Employment Law Updates	April 25
Top Medical Marijuana Law Issues	May 23
What Small Businesses Need to Know About Intellectual Property and Employment Law	June 20
The Basics of a Commercial Tenancy	July 14
The Law of the Art and Entertainment Industry	September 26
Current Consumer Law Concerns	October 17

Human Resources facilitators and presenters represent organizations including:

Legal Services of Eastern Michigan, which delivers free legal assistance to persons living in poverty. Special emphasis is placed on those issues that affect survival needs of low-income people. lsem-mi.org

Professor Dana A. Thompson, a clinical professor of law. She is also the founding director of Michigan Law's Entrepreneurship Clinic, where she represents University of Michigan student-led startups and other startup ventures. law.umich.edu

Human Resources

Today's business owners are subject to laws and regulations that are constantly changing on local, state and federal levels. Those in violation of these laws could face penalties including fines, lawsuits and even the loss of their businesses. In this workshop series, legal experts will help professionals and employers understand which requirements apply to them and the potential consequences of noncompliance.



Topics Related to Employment Discrimination Monday, March 13, Noon to 1:00 p.m.

Discrimination in the workplace can prove costly for employers, both financially and in lost efficiency. Understanding who is protected under federal and state law and knowing what an employer can and cannot do can be extremely beneficial. This training session will discuss these issues and how to avoid any potential pitfalls.

\$10 general admission, \$5 for Chamber members
Facilitator: Legal Services of Eastern Michigan
Dryden Building, 601 Saginaw St., Flint

Legal Basics of Setting up Your Business Tuesday, March 21, Noon to 1:15 p.m.

When starting and running a company, a business owner should know about the different entities available to operate the business, including a limited liability company, corporation, general partnership and sole proprietorship. This session will cover the differences between those entities, as well as how to select a business name, how to determine which permits and licenses are needed and what tax laws will impact said business.

\$10 general admission, \$5 for Chamber members
Facilitator: Dana A. Thompson, Michigan Law's Entrepreneurship Clinic
Dryden Building, 601 Saginaw St., Flint

2017 Employment Law Updates Tuesday, April 25, Noon to 1:00 p.m.

From compliance with the Affordable Care Act, immigration and at-will employment to wage and hour disputes, pregnancy discrimination and managing employee medical issues, employment issues abound. This seminar will present

an overview of Michigan and federal laws in relation to current trends and updates.

\$10 general admission, \$5 for Chamber members
Facilitator: Legal Services of Eastern Michigan
Dryden Building, 601 Saginaw St., Flint

Top Medical Marijuana Law Issues Tuesday, May 23, Noon to 1:00 p.m.

Michigan laws allow for some use of marijuana for medical purposes. The landscape continues to change with respect to medical marijuana laws, both in Michigan and nationwide. This seminar will provide an overview of the current status of Michigan law, including the qualifying medical conditions, penalties and requirements for certification.

\$10 general admission, \$5 for Chamber members
Facilitator: Legal Services of Eastern Michigan
Flint Ferris Building, 4100 S. Saginaw St., Flint

What Small Businesses Need to Know About Intellectual Property and Employment Law Tuesday, June 20, Noon to 1:15 p.m.

Intellectual property is an important significant part of a small business' assets. This session will address the different types of intellectual property that a small business may own – trademarks, copyrights, patents and trade secrets – and how a business may protect its intellectual property. It will also discuss the differences between employees, independent contractors, interns and volunteers, and how to appropriately classify workers.

\$10 general admission, \$5 for Chamber members
Facilitator: Dana A. Thompson, Michigan Law's Entrepreneurship Clinic
Flint Ferris Building, 4100 S. Saginaw St., Flint

The Basics of a Commercial Tenancy

Friday, July 14, 8:30 a.m. to 9:30 a.m.

Understanding the nuances of a commercial tenancy can be the key to a successful business. This training session will focus on the following topics: the execution of a lease agreement, modifying the terms of the commercial tenancy, responsibility for repairs to the commercial unit and termination of a commercial tenancy.

\$10 general admission, \$5 for Chamber members

Facilitator: Legal Services of Eastern Michigan
Flint Ferris Building, 4100 S. Saginaw St., Flint

The Law of the Art and Entertainment Industry

Tuesday, September 26, Noon to 1:00 p.m.

Navigating the entertainment industry can provide various legal hurdles, including contract negotiation, intellectual property rights and employment issues. Learn about these legal pitfalls and how to circumvent them.

\$10 general admission, \$5 for Chamber members

Facilitator: Legal Services of Eastern Michigan
Flint Ferris Building, 4100 S. Saginaw St., Flint

Current Consumer Law Concerns

Tuesday, October 17, 8:30 a.m. to 9:30 a.m.

Learn about recent developments in consumer law. Topics covered include the Unfair Trade Practices Act, warranty, debt collection, consumer protection act and credit reporting.

\$10 general admission, \$5 for Chamber members

Facilitator: Legal Services of Eastern Michigan
Flint Ferris Building, 4100 S. Saginaw St., Flint



Enroll in the Certified Tourism Ambassador™ Program and learn how to ensure every visitor to Flint & Genesee has a positive experience.

The Flint & Genesee Certified Tourism Ambassador Program is a multi-faceted program that serves to increase tourism by inspiring front-line employees and volunteers to turn every visitor encounter into a positive experience. When visitors have a positive experience they are more likely to return in the future and also share their experience with others.

Participants will learn about the power of tourism, attractions in Flint and Genesee, how to find and use resources and exceeding customer expectations.

Upon successful completion of the program, participants will earn the Certified Tourism Ambassador™ (CTA) designation and receive a CTA certificate and lapel pin. An annual renewal process of certification is also necessary to maintain your certification.

There is a one-time application fee of \$30 per person.

For more information or to register, visit CTANetwork.com

2017 CTA Class Schedule

January 19 (Register by January 6)

February 22 (Register by February 8)

March 24 (Register by March 10)

April 27 (Register by April 13)

May 19 (Register by May 5)

June 21 (Register by June 7)

July 18 (Register by July 3)

August 11 (Register by July 28)

September 21 (Register by September 7)

October 20 (Register by October 6)

November 17 (Register by November 3)

December 14 (Register by November 30)



Health & Wellness



*“To insure good health:
eat lightly, breathe
deeply, live moderately
cultivate cheerfulness,
and maintain an
interest in life.”*

~William Londen

Healthy Cooking Demo	January 17
Mindfulness at Work	February 21
Women in 2017: Healthy, Productive and Connected	March 7
What is Stress?	March 27
Crim Training Program	April 20
Couch to 5K	May 2
Physical Activity in the Workplace	May 16
Identifying Stressors	June 5
Mindfulness in Nature	June 13
Cooking Healthy – Cooking Demonstration	August 1
Preventing Back Injuries/Benefits of Massage	September 12
Restore Balance	September 25
Stress Relaxation	October 3
Mindfulness for Less Stress During the Holidays	November 14

*Special thanks to **Hurley Medical Center’s Wellness Services** for sponsoring the Health & Wellness Series.*

To learn how they are transforming the health of our community, visit them at hurleymc.com/wellness



Health & Wellness facilitators and presenters represent organizations including:

Crim Fitness Foundation, a nonprofit organization committed to improving community health in Flint and beyond through nutrition and physical activity initiatives, policy and advocacy. It cultivates accessible, vibrant communities in Flint and Genesee County by encouraging people to lead healthy lifestyles with the integration of physical activity, healthy eating, and mindfulness into their daily lives. crimfitness.org

Hurley Medical Center’s Wellness Services, which provides wellness services to local businesses within the community. The organization specializes in creating and delivering fun, evidence-based wellness programs that improve overall employee health and well-being. hurleymc.com/wellness

Cheri Schultz, a motivational speaker, life coach, author and successful entrepreneur whose wisdom and knowledge is a product of her lessons and experiences. With over 30 years of experience, she is dedicated to motivating and coaching individuals to take action, believe in themselves and have the commitment to create the Life Changing Freedom they desire. cherischultz.com

To register, visit flintandgenesee.org/training or call 810.600.1404

Health & Wellness

Being recognized as an employer that takes the health and wellbeing of its employees seriously reflects positively on the reputation and culture of any organization. Providing your employees with options to manage their well-being will benefit both the individual and your company as a whole.



What is Stress?

Monday, March 27, Noon to 1:00 p.m.

Here's an opportunity to reflect on your own stress patterns. Attendees will calculate their stress score based on a proven scale, as well as learn about how stress can negatively impact their lives and different stress management techniques.

\$20 general admission, \$10 for members

Facilitator: Cheri Schultz

Flint Farmers' Market, 300 E. 1st St., Flint

Crim Training Program

Thursday, April 20, Noon to 1:30 p.m.

Starting in May, runners and walkers of all fitness levels will meet weekly to train together and have fun preparing for their Crim races. Hear testimonials from past participants and group leaders in the CrimFit Adult Training Program and learn how to use the training experience as a platform to launch into a physically fit life.

\$10 general admission, \$5 for members

Facilitator: Crim Fitness Foundation

Food Bank of Eastern Michigan, 1939 Howard Ave., Flint

Couch to 5K

Tuesday, May 2, Noon to 1:00 p.m.

Been sitting on the couch too much lately? Spring has sprung, and it's time to get moving! Check out this session, which will help you get ready for any 5k. Learn about everything from stretching and safety to hydration and choosing the right shoes.

\$10 general admission, \$5 for members

Facilitator: Hurley Medical Center's Corporate Wellness Department

Rowe Professional Services Co., 540 Saginaw St., Flint

Cooking Healthy – Cooking Demonstration

Tuesday, August 1, Noon to 1:00 p.m.

Michigan has wonderful fruits and vegetables to offer, year-round. During the 60-minute session, you will learn how to prepare a simple recipe featuring locally grown produce. To further the experience, you will also be able to try the recipe and share it with friends/family.

\$10 general admission, \$5 for members

Facilitator: Crim Fitness Foundation

Food Bank of Eastern Michigan, 1939 Howard Ave., Flint

Preventing Back Injuries/Benefits of Massage

Tuesday, September 12, Noon to 1:00 p.m.

Learn how your company can help protect its employees from back injuries by promoting stretching and exercise techniques. Attendees will also learn about the benefits of massage, while receiving a short one themselves!

\$10 general admission, \$5 for members

Facilitator: Hurley Medical Center's Corporate Wellness Department

Rowe Professional Services Co., 540 Saginaw St., Flint

Restore Balance

Monday, September 25, Noon to 1:00 p.m.

Everyone has stress. The question is: Are you managing your stress, or is it managing you? In this session, learn where your stress is originating and find techniques to restore balance. Attendees will learn tips for setting boundaries at work and at home, as well as learn how to build their own "stress relief toolbox."

\$20 general admission, \$10 for members

Facilitator: Cheri Schultz

Flint Farmers' Market, 300 E. 1st St., Flint

Healthy Cooking Demo

Tuesday, January 17, Noon to 1:00 p.m.

Learn how to makeover some traditional meals that are normally very high in fat and calories into nutrient-packed, healthy versions. You will learn meals that are quick, budget friendly and perfect to help your family have a healthier lifestyle! Attendees will learn about grocery shopping tips, healthy cooking substitutions and different techniques while an expert creates a delicious zucchini noodle dish for everyone to try.

\$10 general admission, \$5 for members

Facilitator: Hurley Medical Center's Corporate Wellness Department
Flint Farmers' Market, 300 E. 1st St., Flint

Mindfulness at Work

Tuesday, February 21, Noon to 1:30 p.m.

Has work become a source of stress? Or has it become repetitive? Adding mindfulness into your work life can help you learn to be happier, calmer and find enjoyment at work again! In this session, attendees will learn about fostering better interactions with active listening and kind acts, how to work through difficult emotions like stress and other techniques that encourage a mindful work environment.

\$10 general admission, \$5 for members

Facilitator: Crim Fitness Foundation
Food Bank of Eastern Michigan, 1939 Howard Ave., Flint

Women in 2017: Healthy, Productive and Connected

Tuesday, March 7, Noon to 1:00 p.m.

Calling all women: Take some time for yourself to learn about the importance of prioritizing your health and wellbeing and strategies to help you do so. Walk away with a plan to lead a healthier life, feel more energized and more connected with other women.

\$10 general admission, \$5 for members

Facilitator: Hurley Medical Center's Corporate Wellness Department
Flint Farmers' Market, 300 E. 1st St., Flint

Physical Activity in the Workplace

Tuesday, May 16, Noon to 1:00 p.m.

Finding the time to be active before and after work is tough! This session is designed to help attendees discover ways to make physical activity possible during the workday – even in the workplace. Learn how to discover your motivation and consider different strategies for improving personal health. Comfortable clothes are recommended as there will be brief demonstrations throughout the session.

\$10 general admission, \$5 for members

Facilitator: Crim Fitness Foundation
Food Bank of Eastern Michigan, 1939 Howard Ave., Flint

Identifying Stressors

Monday, June 5, Noon to 1:00 p.m.

Effective stress management starts with identifying your sources of stress (i.e., physical, emotional or behavioral) and developing strategies to manage them. In this session, attendees will identify their stress triggers, break down their stressors into three separate categories and learn strategies and techniques to reduce long-term stress levels.

\$20 general admission, \$10 for members

Facilitator: Cheri Schultz
Flint Farmers' Market, 300 E. 1st St., Flint

Mindfulness in Nature

Tuesday, June 13, Noon to 1:30 p.m.

Find more reasons to enjoy nature by mindfully using our senses in outside experience. Attendees will also learn how to boost their outside exercise routine by bringing more awareness to their bodies through mindful walking/running and yoga. Comfortable clothes and shoes are recommended.

\$10 general admission, \$5 for members

Facilitator: Crim Fitness Foundation
Food Bank of Eastern Michigan, 1939 Howard Ave., Flint

Stress Relaxation

Tuesday, October 3, Noon to 1:00 p.m.

Learn how to practice stress reduction through mindfulness and deep breathing techniques that will help you deal with the everyday stress of life. Also, participate in a relaxing seated yoga class – a relaxing alternative for stress relief on hectic days.

\$10 general admission, \$5 for members

Facilitator: Hurley Medical Center's Corporate Wellness Department
Rowe Professional Services Co., 540 Saginaw St., Flint

Mindfulness for Less Stress During the Holidays

Tuesday, November 14, Noon to 1:30 p.m.

Mindfulness is a useful tool that helps build awareness, increases the ability to be present and grows compassion. In this session, attendees will try calming mindfulness activities and explore using mindfulness as a way to be more appreciative, giving and kind during this holiday season.

\$10 general admission, \$5 for members

Facilitator: Crim Fitness Foundation
Food Bank of Eastern Michigan, 1939 Howard Ave., Flint

The Health & Wellness Series

is sponsored by:



Leadership



“Those who are inspired are willing to pay a premium or endure inconvenience, even personal suffering. Those who are able to inspire will create a following of people...who act for the good of the whole not because they have to, but because they want to.”

~Simon Sinek

INSPIRE Leadership Series: David McGhee	February 24
Leading from the Inside-Out	March 3
INSPIRE Leadership Series: Amy Hovey	March 17
INSPIRE Leadership Series: Dr. Bobby Mukkamala	April 21
Change is a Good Thing: You Go First	May 8
INSPIRE Leadership Series: Kathi A. Horton	May 12
Leading Together: Moving from Cooperation to Collaboration	July 20
Networking: Creating Greatness Together	September 19
INSPIRE Leadership Series: Dr. Beverly Walker-Griffea	October 5
INSPIRE Leadership Series: Isaiah Oliver	November 7

Leadership facilitator is:

Bernadette Johnson, who helps businesses move the previously ‘stuck’ needle and make way for transition and new possibilities. Johnson’s hybrid-disciplined background allows her to become a valued partner in strategizing the desired outcome, the current state and how to bridge the gaps in between.
bernadettejohnson.com

INSPIRE Leadership Series speakers include:

David McGhee, Program Director of the Skillman Foundation

Amy Hovey, Special Projects Coordinator with the C.S. Mott Foundation

Dr. Bobby Mukkamala, Chair, Michigan State Medical Society Board of Directors

Kathi A. Horton, President, Community Foundation of Greater Flint

Phillip Shaltz, President, Shaltz Automation

Dr. Beverly Walker-Griffea, President, Mott Community College

Isaiah Oliver, Vice President of Community Impact, Community Foundation of Greater Flint

To register, visit flintandgenesees.org/training or call 810.600.1404

Leadership

Although some make it look effortless, leadership is never easy. The path of a leader is constantly met with challenge and surprise. However, good leaders don't face the challenge alone and realize they do not have all the answers. In this series, we focus on leadership development, which is key to maximizing your organization's productivity, shaping your intended culture and promoting harmony in the workplace.



Leading from the Inside Out Friday, March 3, 8:30 a.m. to 10:00 a.m.

It takes different types of leaders to engage, inspire and influence people. The session will explore how to discover the type of leader you aspire to be, from the inside out.

\$30 general admission, \$15 for Chamber members
Facilitator: Bernadette Johnson
Brick Street of Grand Blanc, 1223 E. Grand Blanc Road, Grand Blanc

Change is a Good Thing: You Go First Monday, May 8, Noon to 2:00 p.m.

This interactive session will explore change and transition from a leader's perspective. Participants will explore practical ways to harness energy that change brings. They will also learn about tools that can help maximize business success during times of transition.

\$30 general admission, \$15 for Chamber members
Facilitator: Bernadette Johnson
Brick Street of Grand Blanc, 1223 E. Grand Blanc Road, Grand Blanc

Leading Together: Moving from Cooperation to Collaboration Thursday, July 20, 8:30 a.m. to 10:00 a.m.

In this session, participants will walk away with the ability to identify the difference between cooperation and collaboration. They will also have learned strategies for moving from one to the other in a way that increases individual impact.

\$30 general admission, \$15 for Chamber members
Facilitator: Bernadette Johnson
Brick Street of Grand Blanc, 1223 E. Grand Blanc Road, Grand Blanc

Networking: Creating Greatness Together Tuesday, September 19, Noon to 2:00 p.m.

Participants will go beyond collecting the business cards in this session, as they learn about the importance of developing a strategic network and its impact on business success.

\$30 general admission, \$15 for Chamber members
Facilitator: Bernadette Johnson
Brick Street of Grand Blanc, 1223 E. Grand Blanc Road, Grand Blanc

Understand
your individual skills

Enhance
your organizational leadership

Transform
your community

Tap Into Your Personal Potential through the Leadership NOW program.

Leadership NOW is a place where current and emerging leaders can improve their skills through active learning and personalized coaching.

For more information, visit flintandgeneseeshipnow.org

INSPIRE

LEADERSHIP SERIES

The INSPIRE Leadership Speaker Series offers thought-provoking presentations featuring community experts sharing their wisdom on various aspects of leadership. Topics could range from servant leadership to casting a vision and making it stick – we're leaving it open for our speakers to decide!

All presentations are Free and unless noted will be held at the Girl Scouts of Southeastern Michigan Council, Plaza Building, 2nd Floor, 111 E. Court Street in Flint. Registration is required at flintandgenesees.org/training.

*Special thanks to **Diplomat**, the nation's largest independent specialty pharmacy for sponsoring the INSPIRE Leadership Series.*



Visit them at diplomatpharmacy.com

David McGhee, Program Director Skillman Foundation

Friday, February 24, Noon to 1:00 p.m.

Prior to joining Skillman, David McGhee served as a program director for Big Brothers Big Sisters of Greater Flint and as a congressional liaison for U.S. Representative Dan Kildee. McGhee's work with youth and communities and role as a thought-leader has been recognized across the state and beyond. He was featured in Black Enterprise Magazine (September 2012) and contributed to the National Urban League's State of Black America Report in 2013. In 2016, he was selected as a Next City Vanguard and invited to take part in the American Express Leadership Academy Alumni Summit.



Amy Hovey, Special Projects Coordinator C.S. Mott Foundation

Friday, March 17, Noon to 1:00 p.m.

Amy Hovey has more than two decades of experience in finance, government relations, commercial real estate, construction, housing and neighborhood revitalization. After beginning her career as a banker, she worked as a program director for the Local Initiatives Support Corporation, founded Protogenia Group in Lansing, served as senior vice president and CEO of the Center for Community Progress in Washington, D.C. and served as district chief of staff for Congressman Dan Kildee. Today, she leads special projects at the C.S. Mott Foundation and serves on the board of Flint's N.E.W. Life Center.



Dr. Bobby Mukkamala

Friday, April 21, Noon to 1:00 p.m.

As Chair of the Michigan State Medical Society Board of Directors, Dr. Bobby Mukkamala is involved in making decisions that impact the future of health care in this state. Dr. Mukkamala – who founded his Flint-based private practice in 2000 – also serves on the American Medical Association Council on Science and Public Health. He is also greatly involved in the Flint community, where he co-owns several restaurants and serves on the board of directors for Bishop International Airport Authority, Crim Fitness Foundation and the Community Foundation of Greater Flint.



**Kathi A. Horton, President
Community Foundation of Greater Flint
Friday, May 12, Noon to 1:00 p.m.**

Kathi A. Horton is a community leader who has spent her life engaged in work that aligns with her deepest beliefs – getting resources to people who have faced generations of discrimination, activating a community’s generosity for the sake of subsequent generation and advancing the importance of early childhood education. As President of the Community Foundation of Greater Flint, Horton has helped develop new strategic priorities around improving literacy rates, increasing access to healthy food, strengthening resident-led neighborhood improvements and providing critical resources to the children affected by the Flint water crisis.



**Dr. Beverly Walker-Griffea, President
Mott Community College**

Thursday, October 5, Noon to 1:00 p.m.

*Please note location change: Mott Community College,
1401 E. Court St., Flint*

Dr. Beverly Walker-Griffea has a passion for ensuring all students have access to quality, affordable and effective learning experiences. As the seventh president of Mott Community College in Flint, she is the first female and first African-American president in the school’s history. Dr. Beverly, as she prefers to be called, is committed to academic excellence, student access and success, dynamic industry partnerships and significantly impacting local economies. Prior to joining the MCC family, she served as Senior Vice President for Student Services at Montgomery College in Rockville, Maryland.



**Phillip Shaltz, President
Shaltz Automation**

Monday, June 12, Noon to 1:00 p.m.

Phillip Shaltz’s business accomplishments include Shaltz Automation, Inc., Value Point Management and several restaurants in downtown Flint. He’s also one of the original founders of Uptown 6, which has redeveloped several properties – including the Wade Trim Building and First Street Lofts – to support the continued growth of downtown Flint. With a focus on social responsibility, Shaltz also founded The Flint Diaper Bank as well as the “I’m Concerned About the Blueberries” initiative as ways to give back to the children of the community.



**Isaiah Oliver, Vice President of Community Impact
Community Foundation of Greater Flint**

Tuesday, November 7, Noon to 1:00 p.m.

Isaiah M. Oliver manages the day-to-day operations of the Flint Child Health and Development Fund (FlintKids.org), which aims to provide long-term solutions and interventions for Flint children affected by the water crisis. Additionally, his team facilitated the strategic distribution of more than \$3.5 million in water response grants, and more than \$8 million in foundation grant-making overall, in 2016. Born and raised in Flint, Oliver advocates for an inclusive approach to philanthropy – one that listens to and works with the people of the community in order to develop a true partnership.



The INSPIRE Leadership Series is sponsored by:



Marketing



“Good marketing makes the company look smart. Great marketing makes the customer feel smart.”

~Joe Chernov

'Future Proof' Your Marketing for 2017	January 26
Finding the Right Media Mix	February 20
Intro to Room Full of Referrals	February 23
How to Connect and Engage Your Prospects on LinkedIn	March 9
Your Chamber is a Gold Mine	April 11
10 Commandments of a Networking Event	May 25
The Art of Transmedia: Telling a Story Across Multiple Platforms	June 8
Website Tips & Tricks	June 15
Connect the Dots	July 18
Facebook 101	August 16
Marketing in a Mobile World: How Do I Find My Customers When They Are Always Moving?	September 14
Networking and Non-Profits	October 12
Television Advertising Panel	October 16
Facebook 202	November 2
Social in 2018: How Will We Connect Next Year?	November 9
The Importance and Benefit of Google Analytics	December 14

Marketing facilitators and presenters represent organizations including:

***The American Advertising Federation of Greater Flint**, which promotes professional excellence through education, advocacy, networking and community affairs, in addition to developing future advertising professionals. aafgreaterflint.com*

***MLive Media Group**, an innovative digital marketing company that builds customized solutions for businesses. The company provides services including campaign analytics, campaign management, collaboration and whiteboarding, content marketing, graphic design, paid and organic search, social media marketing and video content. mlivemediagroup.com*

***Asentiv**, formerly Referral Institute. Referral marketing expert Tonya Acha coaches business professionals on how to develop and maintain a strong network of professional contacts who can spread the message about their products and services. asentiv.com*

To register, visit flintandgenesee.org/training or call 810.600.1404

Marketing

Business promotion is an active process that needs to be closely examined in order to obtain the best results. Designed to help local professionals, this series will present a variety of sessions centered around marketing, advertising, networking and social media.



‘Future Proof’ Your Marketing for 2017 Thursday, January 26, 8:00 a.m. to 9:00 a.m.

Marketing – especially digital marketing – changes so fast it’s hard to keep up. What does your brand need now to be ready to thrive in 2017? Learn about the latest in augmented reality, Snapchat online to offline attribution, cross platform targeting and email targeting.

Free

Facilitator: MLive Media Group
MLive Media Group, 540 Saginaw St., Flint

Finding the Right Media Mix Monday, February 20, Noon to 1:00 p.m.

With so many advertising and marketing opportunities available, it can be hard to determine what the best fit will be for your business. Join us for this informative panel discussion about finding the right media mix for you. Meet local media representatives from various mediums and outlets, including WRSR, Comcast Spotlight and the View Newspapers.

\$10 general admission, \$5 for Chamber members
Facilitator: American Advertising Federation of Greater Flint
Baker College Undergraduate Building, 1050 W. Bristol Road, Flint

Intro to Room Full of Referrals Thursday, February 23, Noon to 1:00 p.m.

Become a master networker by learning how to quickly recognize behavioral styles. Participants will be able to adapt their own communication styles to quickly establish rapport and trust with nearly anyone.

\$20 general admission, \$10 for Chamber members
Facilitator: Tonya Acha, Asentiv
Girl Scouts of Southeastern Michigan Council, 111 E. Court St., Flint

How to Connect and Engage Your Prospects on LinkedIn

Thursday, March 9, Noon to 1:00 p.m.

Are you looking to find clients for your consultancy, or become an influencer? In this session, attendees will learn strategies for finding people who matter to your business by using LinkedIn. You’ll discover how to find valuable prospects in as little as 15 minutes a day.

\$10 general admission, \$5 for Chamber members
Facilitator: American Advertising Federation of Greater Flint
Baker College Undergraduate Building, 1050 W. Bristol Road, Flint

Your Chamber is a Gold Mine Tuesday, April 11, Noon to 2:00 p.m.

This workshop is intended to help members and prospects see the value of a chamber membership. Learn how to maximize your membership by developing strategic partnerships and creating a referral network that helps move your business forward.

\$20 general admission, \$10 for Chamber members
Facilitator: Tonya Acha, Asentiv
Girl Scouts of Southeastern Michigan Council, 111 E. Court St., Flint

10 Commandments of a Networking Event Thursday, May 25, Noon to 1:00 p.m.

Have you ever wondered if the networking events you attend are worth your time? This session will help you answer that question by offering key tips for maximizing the value you get from attending mixers, speaker events, etc.

\$20 general admission, \$10 for Chamber members
Facilitator: Tonya Acha, Asentiv
Girl Scouts of Southeastern Michigan Council, 111 E. Court St., Flint

The Art of Transmedia: Telling a Story Across Multiple Platforms

Thursday, June 8, 8:00 a.m. to 9:00 a.m.

A struggle for many marketing teams is that when they have an idea, it lands on one platform. Another idea is on a different platform, and a third is on yet another. All three campaigns talk about your brand but none of them connect to one another. What if there was a different way to tell a story? During this session, attendees will learn how to create a modern marketing campaign that connects your email to your billboard, your social to your radio, your print to your display – every aspect of your marketing speaking in a singular voice about your brand.

Free

Facilitator: MLive Media Group

MLive Media Group, 540 Saginaw St., Flint

Website Tips & Tricks*

Thursday, June 15, Noon to 1:00 p.m.

Did you know that in the last year 68% of businesses redesigned or redeveloped their website? Or that Google made over 600 changes to its algorithm that could impact your site? What about the fact that 65% of all time spent with digital media is spent on a mobile device? Your website is more important to, and connected with, your business growth than ever before. Check out this session for tips and tricks for keeping up with digital trends and getting the biggest return on your efforts.

\$10 general admission, \$5 for Chamber members

Facilitator: American Advertising Federation of Greater Flint

Baker College Undergraduate Building, 1050 W. Bristol Road, Flint

** BONUS: Do you have a specific question about your website or digital marketing in general?*

Submit it to <http://3sixtyinteractive.com/lunch-learn-questions/>, and the presenter will be sure to address the question during the session.

Networking and Non-Profits

Thursday, October 12, Noon to 1:00 p.m.

This workshop will cover how to build your network within a non-profit organization by honoring the organization's message and supporting its cause. You will also learn how nonprofits use networking to increase donations and volunteers to help their cause.

\$20 general admission, \$10 for Chamber members

Facilitator: Tonya Acha, Asektiv

Girl Scouts of Southeastern Michigan Council, 111 E. Court St., Flint

Television Advertising Panel

Monday, October 16, Noon to 1:00 p.m.

Television advertising is one of many ways to advertise your business. But it's one of the few that reaches both sight and sound senses when it comes to gaining new customers and informing current customers about your product or service. Hear from seasoned television media representatives from Comcast Spotlight and WEYI/CW46/WSMH about what the local market has to offer. We'll touch on everything from creating a catchy script and spot production, to choosing the right stations and programming.

\$10 general admission, \$5 for Chamber members

Facilitator: American Advertising Federation of Greater Flint

Baker College Undergraduate Building, 1050 W. Bristol Road, Flint

Facebook 202

Thursday, November 2, Noon to 1:00 p.m.

Go beyond the basics of managing a Facebook page in this informative session. Learn about understanding your followers, creating engaging content and running a Facebook ad campaign. See real-time, successful pages for businesses of varying sizes. Recommended for business owners/professionals who have an established Facebook page, and are looking to grow their online presence.

\$10 general admission, \$5 for Chamber members

Facilitator: American Advertising Federation of Greater Flint

Baker College Undergraduate Building, 1050 W. Bristol Road, Flint

Social in 2018: How Will We Connect Next Year?

Thursday, November 9, 8:00 a.m. to 9:00 a.m.

Four years ago, nobody talked about Snapchat. Now we're scrambling to put ads there. What's the can't-miss app of 2018? Eric Hultgren returns to break down the state of the social web in 2018. What's next? How do we know? And how will we win there?

Free

Facilitator: MLive Media Group

MLive Media Group, 540 Saginaw St., Flint

The Importance and Benefit of Google Analytics*

Thursday, December 14, Noon to 1:00 p.m.

Not sure what people are doing on your site? Google Analytics will tell you. Not sure if your last campaign worked? Google Analytics will tell you. Wondering if you should shift some of your marketing budget to another channel? Google Analytics will tell you if you should and can also show what channel would be the best place to put your money. At the heart of actionable analytics is Google Analytics. This Lunch & Learn will show you how to cut through all of the data and find the answers to the questions that you have.

\$10 general admission, \$5 for Chamber members

Facilitator: American Advertising Federation of Greater Flint

Baker College Undergraduate Building, 1050 W. Bristol Road, Flint

Connect the Dots

Tuesday, July 18, Noon to 1:30 p.m.

Learn how the Flint & Genesee Chamber of Commerce, Business Network International (BNI) and Asentiv work together to support local businesses and salespeople. Representative from each organization will be there to highlight their resources and services.

Free

Facilitator: Tonya Acha, Asentiv

Girl Scouts of Southeastern Michigan Council, 111 E. Court St., Flint

Facebook 101

Wednesday, August 16, Noon to 1:00 p.m.

Learn the basics of Facebook for your business through this informative class. Get useful tips on how to start a page, do's and don'ts of posting to your page and gathering useful user information. See real-time pages and their successful campaigns in this interactive session. Recommended for business owners/professionals that want to create or improve their online presence through Facebook.

\$10 general admission, \$5 for Chamber members

Facilitator: American Advertising Federation of Greater Flint

Baker College Undergraduate Building, 1050 W. Bristol Road, Flint

Marketing in a Mobile World: How Do I Find My Customers When They Are Always Moving?

Thursday, September 14, 8:00 a.m. to 9:00 a.m.

This holiday season, more people than ever will use their phone to either buy a gift or search for information about that gift – all while standing in the store. Your customer is moving, and their device moves with them as they check it upwards of 200 times a day. How will you find them when they are always moving, and more importantly, what will you say? The team from MLive will give you the tools you need to not only adapt to mobile in 2017 but to thrive as you head into 2018.

Free

Facilitator: MLive Media Group

MLive Media Group, 540 Saginaw St., Flint



CAREER EDGE: A series of workshops designed to help adults prepare for the job market

Whether you're unemployed, underemployed or preparing to make a career transition, starting the job search process can be an intimidating experience. This four-part series is designed to give participants the skills and confidence needed to get – and to keep – a job. Even better, those who attend all four workshops will be invited to attend one of the Chamber's future job fairs.



Laying the Foundation

Before you begin your job search, it is necessary to understand the importance of basics like effective communication, business etiquette, the correct attitude, planning and goal setting.



Interview Preparation

You have the skills and credentials but the idea of interviewing for a job can be overwhelming. What types of questions will they ask? Will you remember the "right" things to say?



Job Search Preparation

When looking for a new job, there are important steps that you must take to prepare for your new career opportunity. Participants will leave with the tools needed to complete a job application, develop a winning resume, write a targeted cover letter, prepare a portfolio, etc.



Keeping a Job

Once you have the job, what's next? This workshop will highlight a variety of qualities and characteristics that employers want to see in their staff.

Dates will be added throughout the year. For more information, visit flintandgenesee.org/careeredge, call 810-600-4067 or email Debbie Garrison at dgarrison@flintandgenesee.org.

To register, visit flintandgenesee.org/training or call 810.600.1404

Workplace Safety & Security



“Every safe choice we make is an investment into spending more quality time with our loved ones or those things that make our lives more meaningful”

~Unknown

Business Security Awareness Training	June 2
National CPR and AED	June 29
Teen/Parent Social Media & Reputation Awareness	August 5
Workplace Emergency Preparedness: National Preparedness Month	September 28

Workplace Safety & Security facilitators and presenters represent organizations including:

Leon DuPree, the CEO of EIM Consulting. He has helped organizations both large and small in the areas of Security ROI, Risk Management, Security Awareness Training, Audit preparation, Application and Security Architecture.

The American Red Cross, which exists to prevent and relieve suffering through five key service areas: Disaster Relief, Supporting America's Military Families, Lifesaving Blood, Health and Safety Services and International Services. redcross.org

AFP Fundamentals of Fundraising



The Association of Fundraising Professionals (AFP) advances philanthropy by enabling people and organizations to practice ethical and effective fundraising. The core activities through which AFP fulfills this mission include education, training, mentoring, research, credentialing and advocacy.

Full participation in this course is applicable for 16.0 points of CFRE Credit in Category 1.B – Education of the CFRE International application for initial certification and/or recertification.

Early Bird Special: \$150 (Register by February 10)

Regular Price: \$200

The program schedule is as follows. All courses will be held at the Food Bank of Eastern Michigan, 1939 Howard Ave., Flint.

Module 1: Overview of Fundraising

Wednesday, March 8

Noon to 5:00 p.m.

Module 2: Developing an Integrated Fundraising Program

Module 3: Marketing for Ongoing Success

Wednesday, March 15

Noon to 5:00 p.m.

Module 4: Building & Sustaining Relationships

Module 5: Securing the Gift

Wednesday, March 22

Noon to 5:00 p.m.

Module 6: Volunteers – Partners in Fundraising

Module 7: Management & Accountability

Wednesday, March 29

Noon to 5:00 p.m.

The Flint & Genesee Chamber of Commerce, United Way of Genesee County, and Food Bank of Eastern Michigan are partnering with the Greater Detroit Chapter of American Fundraising Professionals (AFP) to present the AFP Fundamentals of Fundraising Course. This course is comprised of seven modules that have been designed by experienced fundraising professionals to meet the real-world needs and challenges faced by nonprofit organizations every day.

Developed for individuals with 0 to 4 years of fundraising experience, this 16-hour program includes case studies and projects for groups and individuals, making the learning experience both substantive and enjoyable.

Presented by:



To register for the AFP Fundamentals of Fundraising, please visit flintandgenesee.org/AFP

Looking to Expand Your Business?

Whether you're just starting out, looking to expand your network or seeking a small business certification, the Region 6 Procurement Technical Assistance Center (PTAC) can help. PTAC works with clients on everything from writing proposals to identifying government contract opportunities as well as sponsoring programs to help business owners succeed.



Growing Your Business with Government Contracting

Each year, the federal government purchases hundreds of billions of dollars in goods and services. Learn how PTAC can help your company pursue these opportunities.

- April 4: Lapeer County
- April 18: Shiawassee County
- May 2: Tuscola, Sanilac & Huron counties
- May 16: St. Clair County
- May 23: Genesee County

For times, locations or to register, please visit: flintandgenesee.org/ptac or call 810.600.1432 for more information.

Certification Series

Some government contracts are set aside for businesses with special certifications. This series can help you obtain appropriate documentation so your small business can compete.

- January 10: Historically Underutilized Business Zones (HUBZone)
- February 7: Center for Verification and Evaluation for Veteran-Owned Businesses
- March 7: Women-Owned Small Businesses & Economically Disadvantage Women-Owned Small Businesses
- April 4: Series 8(a) Certification
- May 2: Federal Supply Schedule & General Services Administration
- June 6: Minority Business Enterprise & Disadvantage Business Enterprise

5 Steps to Start Up: Business Bootcamp

PTAC is joining the Innovation Incubator at UM-Flint to offer a free intensive bootcamp to take your business to the next level. Businesses at any stage are invited.

- February 23: Kickoff Mixer
- March 2: Value proposition & customer discovery
- March 9: How to work with suppliers and partners
- March 16: Business financials
- March 23: Marketing and pitch craft
- March 30: Pulling it all together

Bootcamp sessions are 5-9:00 p.m. and includes dinner.

REGISTER AT: go.umflint.edu/IN



Funding provided by Michigan Economic Development Corporation



Jumpstart 10th Annual Entrepreneur Conference

- Do you have a great idea or service that others could use?
- Do you want to start a business, but aren't sure where to start?
- Are you in need of tools that will help you grow an existing business?

If so, the Jumpstart Entrepreneur Conference is an excellent opportunity to tap into local resources and services to increase your chances of success. Attendees will spend the morning learning and connecting with area successful business leaders.

May 11, 2017 | 8:00 a.m. - 1:30 p.m.
Holiday Inn Gateway Center

For more information, visit flintandgenesee.org/jumpstart

Registration

All workshops require a registration – regardless of fee. It is important that the Flint & Genesee Chamber of Commerce (FGCC) has the correct contact information for all workshop participants. Our primary mode of communication is email, so please check your inbox for workshop-related updates, including confirmations, cancellations, schedule changes, etc.

How to register:

To register online, visit www.flintandgenesee.org/training. Select the training you are interested in attending. Select the register button.

CHAMBER MEMBERS: Log in with your username and password and follow the prompts to receive your Chamber discount. If you do not have an assigned login, call (810) 600-1404 and ask to speak to Member Services.

GENERAL ADMISSION: Select the non-member option and follow the prompts.

Refunds

A refund will be issued if a workshop is canceled by FGCC, or if a participant withdraws from the workshop a minimum of two weeks prior to the event. To request a refund, call (810) 600-1404 and ask to speak to Shared Services.

Workshop cancellations

FGCC will cancel workshops that do not meet the minimum enrollment 24 hours prior to the start of the workshop. Please check your email for notification of cancellation or other scheduling information.

If you have any questions about the workshop, the registration process or refunds, call (810) 600-1404 and ask to speak to Shared Services.

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