

Calendar of Events

July 14, 2020

Duo! Ribbon Cutting & Open House
The Hickory Nut
9074 Ga Hwy 85
Waverly Hall, GA 31831
05:30 PM - 07:00 PM EST

July 15, 2020

Sales is a Process not an Event: Foundations in Sales (Webinar)

Webinar hosted by the UGA Small Business Development Center

3100 Gentian Blvd., Suite 119

Columbus, Ge 31907

11:00 AM - 12:30 PM EST

Deborah Free, 7065692651

dfree@georgiasbdc.org

This class will assist participants with learning the basics of business selling. Fears associated with the sales process will be discussed and strategies to overcome this problem presented. Participants will have an introduction to the primary elements of a business with an effective sales team.

Sales is a Process not an Event: Foundations in Sales

- *Understand the difference in features and benefits of sales products and how they drive sales*
- *Exposure to sales process and learn the basic steps and procedures to succeed in each step*
- *Learn about the primary sales channels and advantages and disadvantages of each channel*
- *Learn about three primary organizational sales strategies and the differentiator that each use to drive sales*

This program is available for all Georgia small business owners. For more information, please contact: columbus@georgiasbdc.org or 706-569-2651.

July 16, 2020

Ribbon Cutting and Open House for Spartan of Harris County

Spartan of Harris County

11785 US Hwy 27-E

Hamilton, GA 31811

11:00 AM - 12:00 PM EST

July 16, 2020

Social Media Tips & Tricks for Your Business (Webinar)

Webinar hosted by the UGA Small Business Development Center

3100 Gentian Blvd., Suite 119

Columbus, Ge 31907

02:00 PM - 03:00 PM EST

Deborah Free, 7065692651

dfree@georgiasbdc.org

How can you leverage this opportunity for your business? In this webinar, we will go over Facebook, Instagram, and YouTube and discuss why you might want to utilize each one, and highlight some tips and best practices. In addition to these platforms, we will run through a few alternative and emerging social media platforms that could work well for your brand.

Learning Objectives:

**Find out how customers are using social media and what they are looking for before purchasing*

**Learn the basics of how to use Facebook, Instagram, and YouTube*

**Understanding different social media platforms and which ones will benefit your business*

July 21, 2020

Doing Business with GDOT - Procurement (WEBINAR)

Webinar hosted by the UGA Small Business Development Center

3100 Gentian Blvd., Suite 119

Columbus, Ge 31907

10:00 AM - 11:30 AM EST

Deborah Free, 7065692651

dfree@georgiasbdc.org

Routine Maintenance Contractors

Small Business Contracting with the Georgia Department of Transportation

Learn how to qualify with GDOT to become a Routine Maintenance Contractor. This session is facilitated by GDOT supportive services representatives. The informational objectives for small business owners:

Learn about the projects funded by Georgia's H.B. 170

Meet the GDOT District EEO Review Officer

Meet the GDOT District 3 Engineer

Understand the Process to become eligible to apply for Maintenance Projects with GDOT

Learn how to Register with "Team Georgia Marketplace"

Learn about the Supportive Services available to DBEs, Small Businesses and Veterans on State Funded Projects

July 23, 2020

HR Checkup: What do you need to know right now? (Webinar)

Webinar hosted by the UGA Small Business Development Center

3100 Gentian Blvd., Suite 119

Columbus, GA 31907

10:00 AM - 11:00 AM EST

Deborah Free, 7065692651

dfree@georgiasbdc.org

HR Checkup covers critical areas in Human Resources that businesses should focus on in preparation for recovery and as employees return to work. The webinar will cover eight key areas for small business owners to consider in order to strengthen HR processes. The key to successfully navigating any crisis is to plan and then to have a strategy in place for recovery. Join us as we discuss topics including employee classification, job descriptions and the importance of having defined policies and procedures.

Takeaways:

- *Knowledge of HR areas to review as employees return to work*
- *Resources to assist with return to work processes*

July 24, 2020

- July 25, 2020

CALM Retreat for Women in Leadership Development

Callaway Gardens Lodge and Spa

4500 Southern Pine Dr,

Pine Mountain, GA 31822

Dawn Hiers,

dawn@harriscountychamber.org

August 29, 2020

TriColumbusGA / Callaway Gardens Olympic Triathlon/Duathlon

<https://tricolombusga.com>