

# IF YOU THINK WE'RE JUST ABOUT BUSINESS DEGREES, THINK AGAIN.

## Associate Degrees

- Accounting
- Administrative Assistant
- Business
- Criminal Justice
- Graphic Design
- Human Resources Specialist
- Interactive Media Design
- Medical Administrative Assistant
- Medical Assisting
- Networking Technology
- Paralegal Studies
- Security Technology

For over 155 years, Bryant & Stratton College has been providing people with a solid business education they have used to get great careers. Today we still offer top-flight Business degree programs. But we've also worked with top local employers to develop cutting-edge degree programs in Healthcare, Technology, Design and the Legal Field. So if you think we're just about Business degrees, take a closer look at Bryant & Stratton College—and think again.



## HOW LOCAL BUSINESSES CAN PARTNER WITH BRYANT & STRATTON COLLEGE

- Job Placement • Internships
- On-Campus Recruiting • Career Fairs
- Guest Speakers • Advisory Board Membership
- Workforce Development



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[bryantstratton.edu](http://bryantstratton.edu)



## Bryant & Stratton College

Personal Education. Lifetime Success.®  
Since 1854

Greece Henrietta

**563.3400**

For more information about our graduation rates, the median debt of students who completed the programs, and other important information, please visit our website at [www.bryantstratton.edu/disclosures](http://www.bryantstratton.edu/disclosures).

# Small Business Success Series

# 2011-12 Training Schedule

## Tech Tuesday Track

90-Minute Courses: Social Media Marketing, Getting Started with YouTube, Create Professional Relationships Using Social Media

Members: \$15 / Non-Members \$25

## Professional Development Track

90-Minute Courses: Media Seminar, Success for the Home Based Business Owner, Essentials for the Employee Handbook

Members: \$15 / Non-Members \$25

Courses Offered By:



2496 West Ridge Road, Suite 201  
Greece, NY 14626  
[www.GreeceChamber.org](http://www.GreeceChamber.org)  
585-227-7272

Belong. Engage. Succeed.



To register for an upcoming training session, visit our Calendar of Events at [www.GreeceChamber.org](http://www.GreeceChamber.org) or call 585.227.7272

## Tech Tuesday Track

Designed to help you make sense of technology

Fourth Tuesday of Even  
Numbered Months  
7:30-9:00 am

Greece Chamber  
Conference Room

Chamber Members: \$15 / Non-Members: \$25  
Price Includes Continental Breakfast

**FEBRUARY 28th**

### **SOCIAL MEDIA MARKETING**

Presenter: Robin Taney, Studio4PR

Get started with making social media work for your business. Topics to be covered in this session will include blog syndication, LinkedIn surveys, what to “Tweet” about, why being “liked” on Facebook is a big deal, using social media to your advantage, and much more. Robin runs a successful Public Relations company focusing on creative types and “Kitchen Table Entrepreneurs.”

**APRIL 24th**

### **GETTING STARTED WITH YOUTUBE**

Presenter: Rhett VanScoter,  
VanScoter Insurance Agency, LLC

Would you like to market your business using videos on the Internet? YouTube is free, easy to use and perfect for reaching out to current and prospective clients. The session will cover creating a YouTube account, uploading your video, tags, and more. Rhett VanScoter is a successful independent insurance agent who is very knowledgeable with YouTube and quite active in the social media world.

**JUNE 26th**

### **CREATE PROFESSIONAL RELATIONSHIPS USING SOCIAL MEDIA**

Presenter: Jerry Grundman,  
The BrandBuilder Company

Learn how to harness the power of social media for building professional relationships using Facebook, LinkedIn, Twitter, and blogs. Building two-way communications, being perceived as an expert in your field and increasing brand awareness will be discussed at this seminar. Jerry Grundman has over 20 years’ experience in marketing, customer service, sales, and is President of The BrandBuilder Company. He excels in client relations, helping businesses connect, collaborate, and grow.

## Professional Development Track

Courses designed for anyone seeking professional development for their business success

Fourth Tuesday of Odd  
Numbered Months  
7:30-9:00am

Greece Chamber  
Conference Room

Chamber Members: \$15 / Non-Members: \$25  
Price Includes Continental Breakfast

**JANUARY 24th**

### **THE MEDIA & YOUR BUSINESS**

Presenter: Representative from the  
Democrat & Chronicle

Do you have news about your business that you would like to share with the public? Learn more about press releases, business editorials, and news that might interest the local press. Find out what the proper procedures are for contacting the press and how you can get important information to them pertaining to your business.

**MARCH 27**

### **SUCCESS FOR THE HOME BASED BUSINESS OWNER**

Presenter: Cheryl MacCracken, Senior  
Sales Director for Mary Kay Cosmetics

As a home-based business owner, you wear many hats. Learn more about becoming more organized, building a positive business image, presenting yourself as an expert to prospects, and how community involvement can help your business prosper. Cheryl is an independent Senior Sales Director with 39 years of experience in the beauty industry. Her success has earned her 10 career cars including 2 of the famous “Pink Cadillacs” and recognition as an expert in her field.

**MAY 22**

### **ESSENTIALS FOR THE EMPLOYEE HANDBOOK**

Presenter: Rich Pinckney,  
USA Payroll, Inc.

Employee handbooks are a two-way communication piece in the workplace. This seminar will cover the importance of having a handbook and it will guide you through the essential information that should be included in a well-written one. Rich is the Manager of the Employee Assistance program at USA Payroll and has been with the company for approximately 6 years.

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the Internet at: [www.GreeceChamber.org](http://www.GreeceChamber.org)