

A background image featuring a man in a suit on the left and a woman in a business suit on the right, both looking towards the center. In the foreground, there are white silhouettes of four people in business attire, some with their hands raised as if in a discussion or presentation. The overall color palette is dominated by blues and purples.

BUSINESS Growth Seminar Series

The logo for the Lincoln Chamber of Commerce, featuring a stylized blue and white arch above the word "LINCOLN" in a bold, white, sans-serif font.

LINCOLN

The Community of Opportunity

Chamber of Commerce



BUSINESS Growth Seminar Series



SEMINAR Schedule

May 7 Job Coaching Skills: *Coaching, Motivating and Keeping your best People*

June 4 Customer Service: *Taking it to the Next Level – “212 Degrees”*

NO JULY SEMINAR

August 6 Building Brand Loyalty: *Your business image; creating one that lasts*

September 3 Employment Law for Smart Business Owners – *Part 1*
Your Workforce: In Sickness and in Health

October 1 Employment Law for Smart Business Owners – *Part 1*
Your Workforce: A Compliance Checklist

November 5 Guard It: *Help Your Business Protect Personal Information*



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Educational seminars are provided as a value added benefit of membership. The Lincoln Chamber of Commerce encourages each member to expand their base of knowledge and gain vital skills to help their business grow.

GENERAL SEMINAR Information

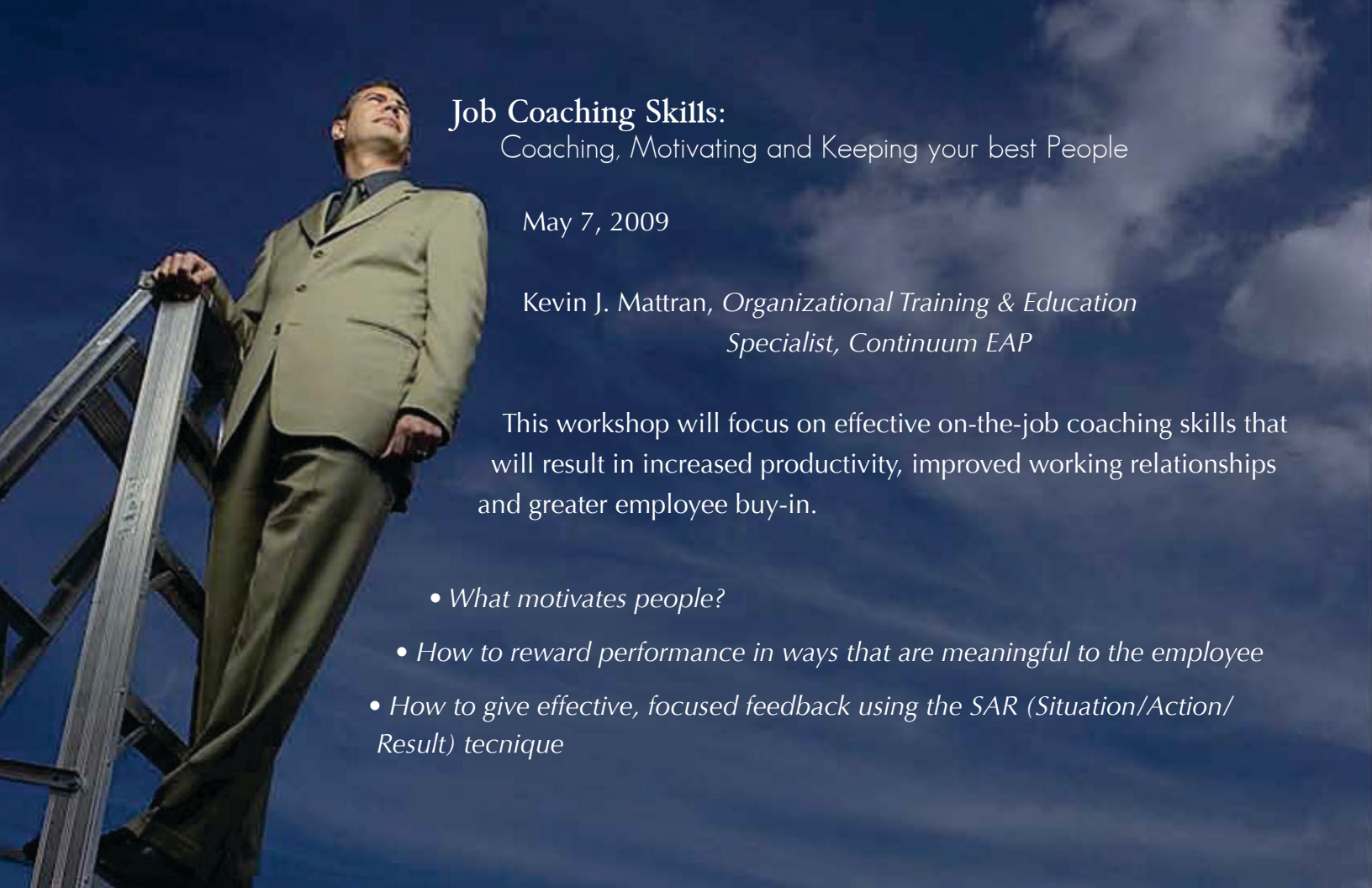
Time: 8:30 – Noon

Location: Lincoln Chamber of Commerce
Lincoln Room
1135 M Street, 3rd Floor

Cost: \$49/per person

Special: Buy three seminars & get one free!





Job Coaching Skills:

Coaching, Motivating and Keeping your best People

May 7, 2009

Kevin J. Mattran, *Organizational Training & Education Specialist, Continuum EAP*

This workshop will focus on effective on-the-job coaching skills that will result in increased productivity, improved working relationships and greater employee buy-in.

- *What motivates people?*
- *How to reward performance in ways that are meaningful to the employee*
- *How to give effective, focused feedback using the SAR (Situation/Action/Result) technique*

Customer Service: Taking it to the Next Level - “212 Degrees”

At 211 degrees, water is hot. At 212 degrees, it boils. And with boiling water comes steam. And steam can power a locomotive.

June 4, 2009

Kari Hasemann-Herbert, *LCSW, CEAP, Directions EAP*

This workshop is designed to help everyone in your organization reach new levels of performance by implementing the principles of “212 the extra degree.” “212 the extra degree” is an inspiring metaphor with a motivating and focused message. It helps team members understand and remember that by making small changes – by applying a little extra effort – they can realize greater success in their personal and professional lives

- *Learn the key concepts presented in “212 the extra degree” and how important customer service is in business*
- *Examine and discuss the value of giving extra effort to the important areas of our work and personal life*
- *Identify ways to apply the extra degree on customer service*

Building Brand Loyalty: Your business image; creating one that lasts

August 6, 2009

Lance Koenig, *Bailey Lauerman*

Every day we make purchasing decisions. Where to shop, where to eat, what car to buy... the list goes on and on. And as much as we would like to think we make purely rational decisions (“I bought this car because of the excellent German engineering”), the reality is that emotion is a primary motivator (“I bought this car because it makes me feel confident, intense and fierce”). Today’s most successful brands harness the power of emotional connections – Pedigree’s declaration that “We’re for dogs,” Nike’s challenge to “Just do it,” and Allstate’s “You’re in good hands.”

- *Learn the value of building a powerful brand*
- *Understanding rational and emotional motivators*
- *How to craft a unique and compelling position for your brand and your business*



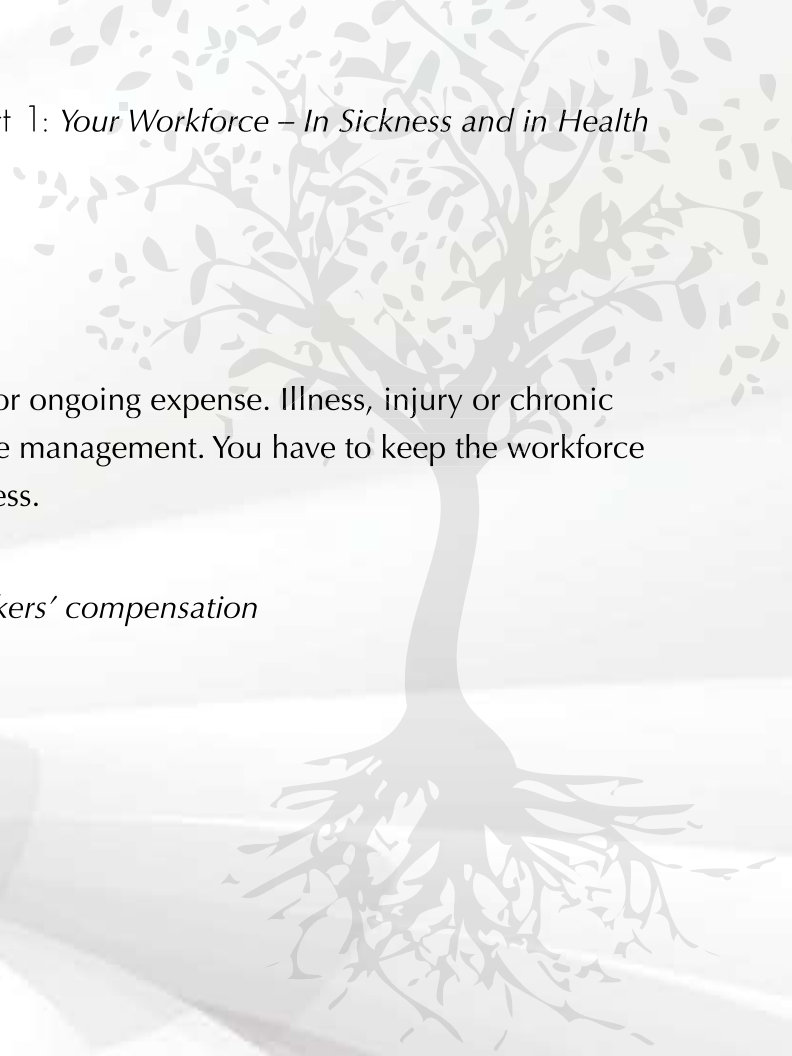
Employment Law for Smart Business Owners—Part 1: *Your Workforce – In Sickness and in Health*

September 3, 2009

Gail Perry, *Baylor, Evnen, Curtiss, Grimit & Witt, LLP*

Your workforce represents a big investment and a major ongoing expense. Illness, injury or chronic medical conditions come with the territory and require management. You have to keep the workforce functioning without creating legal liability in the process.

- *economically manage work related injuries and workers' compensation*
- *creatively accommodate disabled workers*
- *control chronic absenteeism*
- *sort overlapping employee disability laws*
- *observe privacy requirements*





Employment Law for Smart Business Owners—Part 2: Your Workforce - A Compliance Checklist

October 1, 2009

Cline, Williams, Wright, Johnson & Oldfather, LLP

Your workforce is a dynamic organization, but so is the law that governs the employment relationship. Learn the most important legal developments in the past year and how they apply in your workplace.

- *Recent law changes that affect your workplace*
- *Using employment laws to manage employees effectively*
- *Reducing your exposure to workplace claims*

Guard It: Help Your Business Protect Personal Information

November 5, 2009

Josie Rodriguez, *Consumer Outreach Coordinator, Nebraska Attorney General's Office*

Securing information is critical and Guard It details data security measures for every business. The bottom line is safeguarding data today will help protect businesses and their customers tomorrow.

Most businesses in Nebraska keep sensitive information in electronic or paper files. And if names, Social Security numbers, credit and debit card or other account information isn't protected, a company leaves itself vulnerable to a security breach.

Focus on:

- *Learn how to protect and keep sensitive information*
- Safeguard your reputation using vital steps in the Guard It process.
- *Build a sound data security plan*



Registration Information

RSVP Today!

Mail this form to the address below, fax to 402.436.2360 or register online at www.LCOC.com

If you have any questions about the seminars please contact:

Jaime Henning

402.436.2366

jhenning@lincoln.org

Sorry, no refunds after the Monday before the seminar. Checks should be made payable to the Lincoln Chamber of Commerce. Please mail your payment to:

Business Growth Seminar Series

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Lincoln, NE 68501

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on all admissions.



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