

Spoon River College  
Attn: Andrea Barbknecht  
Office of Community Outreach  
23235 N. Co. Hwy. 22  
Canton, IL 61520



Register by mail, by phone: (309) 649-6260  
or online at [www.cantonillinois.org](http://www.cantonillinois.org), Calendar,  
March 8th, Business Institute

### Special thanks to these partners for sponsorship of this program:

- SRC Office of Community Outreach



- Canton Area Chamber of Commerce



- Spoon River Partnership for Economic Development



## Canton Business Institute



*Whether you're thinking about starting a business, already the boss, or a valued member of the team—this conference is for YOU!*

## Friday, March 8, 2019

New Format—\$25 tuition includes:

- Breakfast Buffet
- Keynote Address
- 3 Educational Sessions
- Brainstorming & Networking

NEW THIS YEAR—Online Registration!

LOCATION:  
Spoon River College Canton Campus  
Conference Center, Engle Hall  
23235 N. Co. Hwy 22  
Canton, IL 61520

Register 4 and  
get the 5th  
registration  
FREE!

Spoon River College, Canton Area Chamber of Commerce & the Spoon River Partnership for Economic Development present the Canton Business Institute!

Opening Remarks & Keynote: 8:00 a.m.

### Charting Your Leadership Journey

Our communities are in desperate need of leaders today, and most of us are capable of becoming those authentic leaders if we discover our desire, know the developmental steps, and put in the work. This interactive presentation by **Dr. Bruce DeRuntz** will help us assess where we are in our leadership journey and map a course for achieving our vision—don't miss it!

## SESSION TOPICS (please choose 1st and 2nd choice from each session)

Session I: 9:00 a.m.-9:50 a.m.

### Starting Your Business on the Right Foot

Join **Jim Boyd** to learn the basics of starting a business. You'll learn about basic legal structures and discuss the differences between debt financing and equity financing. During this session, you'll also understand the basics of a business plan, including financials.

### Beating Stress Before It Beats You

Stress! Ugh! Not only is it unavoidable and seemingly constant, but it's been associated with all kinds of physical and psychological problems. With all of the bad press stress has been getting for years, is it possible that it can actually be good for you? Is your stress making you sick, or is it increasing your resilience? Are some ways of managing it more effective than others? Join **Barbara Claxton** to take a fresh look at those demanding situations and decide whether your stress will be friend or foe.

### Who Are the Difficult Ones?

Dealing with difficult people can be the bane of any business person's existence. But who are the difficult people? Are they the customers who give us grief or our demanding employees? Or, God forbid, are they US? Join **Andrea Barbknecht** to learn what makes people "difficult" and gain some insight to deal with THEM, even if THEY are US!

### Grow Your Business Online

Learn how customers find your business online and how to promote your online presence using search engine optimization (SEO) and online advertising. **Tammy Finch** will also introduce tools that will help you run your business online, including Google Analytics and G Suite.

Session II: 10:00—10:50 a.m.

### Say It with Style & Substance

Meetings, presentations, formal speeches, networking events, and even those casual hallway or water-cooler conversations—they're all important public speaking opportunities. Regardless of the venue, the ability to present your ideas and communicate meaningful messages with poise and presence can make the difference between dull & forgettable and compelling & influential. **Cindy Byrd** will provide practical tips to present yourself and your ideas with conviction, clarity, and confidence.

### Lead Them with Passion

Your leadership sets the tone for your organization. **Jake Green** will give you tips on coaching and inspiring your staff to exceed the expectations of your customers!

### From Likes to Leads: Use Social Media the Right Way

Most companies already have a Facebook page, Twitter account and LinkedIn, but are you using these valuable channels in the most effective way possible to generate leads for your business? Having a presence on social media is one thing, but making sure your hard work and effort aren't wasted can be a challenge of its own. **Jason Parkinson** will teach you ways to leverage your social media channels so they start generating business for your company, including specific tools and resources!

### HR Fundamentals at a Glance

**Amanda Schroeder** will give a high-level overview of the fundamentals of a Human Resources department and what that department should be doing for your business. Topics will include employment record keeping, equal opportunity, affirmative action plan requirements, HR's role in communicating with employees, and other basic responsibilities of the department.

## SESSION TOPICS (continued)

### Session III: 11:00—11:50 am

#### Protecting Your Business So You Can Focus on Making it Grow

Learn about managing your risks as a business owner. You have varying needs based on the stages of your business. From BOP to EPLI—what's it all mean? **Dee Clark** will help you tailor coverages to meet your specific business needs.

#### Be Like Disney: The Magic of Customer Service

Journey past the basics to explore how customer service can create a magical experience for your customers and employees. Peer into both the positive and negative reactions of businesses and customers and how this can impact the business. **Cameron Horn** will cover several topics briefly, including responsiveness, personality, aptitude hiring, the "Customer is Always Right" philosophy and why that isn't always true, the "No Nos" of responding, and more!

#### Sexual Harassment in the Workplace

Sexual harassment in the workplace is becoming more and more exposed. What can small businesses do to protect themselves, and, more importantly, what can businesses do to help protect their employees from such harassment? Let **Nick Tinsman** help you with this "touchy" subject.

#### *Upcoming Events:*

**Lifelong Learning Conference, April 12**  
**Taking Care of Business Breakfast, April 25**  
**Chamber Golf Outing, May 17**  
**Canton Cruise-In, June 14**



### Session IV: 12:00—12:30 pm

#### 20 Ideas in 20 Minutes

We'll gather back in the conference room to share ideas on what has worked well for you in your business! If you wish, use a 1-minute slot to share with the group! Otherwise, just take in all of the good ideas and decide how you can incorporate them!

#### Networking

Bring business cards to share with anyone you'd like to meet or who has impacted you today. Networking is one of the most important ways to grow your business contacts and your customer base!

#### Support Our Community

Make your way into Canton to have lunch and continue networking at a local Chamber member restaurant:

- American Grille
- Billy's Tap
- Black Maple Coffee
- Blessings Food Hub/Cheesecakes by Cheryl
- Don & Nancy's
- Dunkin Donuts & Baskin Robbins
- Hy-Vee Food Store
- Jimmy John's
- Joe's Place
- La Fiesta
- Linn Lanes
- McDonald's
- Monical's Pizza
- Official Time Out
- Pizza Hut
- Subway
- Taco Bell
- The Sweet Shoppe
- White Oak's Sports Bar

## Registration Form (Complete & Return)

Complete this form and return it along with a \$25 fee payable to Spoon River College.

7:30 a.m. Registration & Breakfast Buffet

8:00-8:50 a.m. **Keynote Address by Dr. Bruce DeRuntz—**  
Director of the Leadership Program at SIU-Carbondale

Please mark your **1st** and **2nd** choices in each:

9:00—9:50 a.m. **Session I Choices**

- \_\_\_\_\_ Starting Your Business on the Right Foot
- \_\_\_\_\_ Beating Stress Before It Beats You
- \_\_\_\_\_ Who are the Difficult Ones?
- \_\_\_\_\_ Grow Your Business Online

10:00—10:50 a.m. **Session II Choices**

- \_\_\_\_\_ Say It with Style & Substance
- \_\_\_\_\_ Lead Them with Passion
- \_\_\_\_\_ From Likes to Leads: Using Social Media the Right Way
- \_\_\_\_\_ HR Fundamentals at a Glance

11:00—11:50 a.m. **Session III Choices**

- \_\_\_\_\_ Protecting Your Business So You Can Focus on Making it Grow
- \_\_\_\_\_ Be Like Disney: The Magic of Customer Service
- \_\_\_\_\_ Sexual Harassment in the Workplace

12:00—12:30 pm **Session IV**

- ✓ 20 Ideas in 20 Minutes
- ✓ Networking
- ✓ Support our Community

Registration deadline is **February 28th!** Registrations received after February 28th are \$30/person with no free 5th attendee. Please submit **one form per participant** and include your \$25 check payable to Spoon River College. For the 5th FREE enrollment, submit \$100 and 5 registration forms together.

**NEW OPTION:** Online Registration!  
Go to the Chamber's Website:  
[www.cantonillinois.org](http://www.cantonillinois.org)  
Click on the Calendar, Go to March 8th and Click on the Business Institute link

#### Information Required for Mail/Telephone Registrations:

Name \_\_\_\_\_

Business \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

SSN \_\_\_\_\_

Date of Birth \_\_\_\_\_

Day Phone \_\_\_\_\_

Email \_\_\_\_\_

By providing your e-mail address, you are agreeing to receive updates from SRC regarding upcoming offerings.

#### **Mail registration and payment to:**

Spoon River College  
Attn: Andrea Barbknecht  
Canton Community Outreach  
23235 N. Co. Hwy. 22  
Canton, IL 61520

For questions or to register: Call (309) 649-6260  
or email: [andrea.barbknecht@src.edu](mailto:andrea.barbknecht@src.edu)



## Canton Business Institute

Friday, March 8, 2019 from 7:30 a.m.— 12:30 p.m.

Conference Center in Engle Hall, SRC Canton Campus

Questions: Call 309-649-6260

Registration deadline is February 28th! Institute is held at the Canton campus at 23235 N. Co. Hwy. 22