

## Roundtable Topics

These topics featured on Tuesday  
April 26, Thursday, April 28 and  
Friday April 29

**Diagnostic of a Healthy Marketing and Sales Program** (Having an Effective Marketing and Sales Program)

**Re-hydrate Your Advertising Campaign** (Advertising)

**C.P.R. for Your P.R.** (Public Relations)

**Business Competition: No Longer a Symptom** (Growing your Business and Differentiating Your Company from Your Competitors)

**X-ray Your Hiring and Firing Procedures** (Hiring/Firing Employees)

**Supplementing Employee Benefits and a Dose of the Law** (Benefits and the Law)

**Heal Your Strained Cash Flow** (Credits and Collection and How to Finance Your Business- Cash Flow)

**Resuscitate Your Time Management Skills** (Time Management)

## Small Business Week Fact Sheet

**WHO:** Producing the event is the Small Business Council of the Gainesville Area Chamber of Commerce. Speaking at the events will be local Chamber Member professionals. Small Business Week is the largest and most accessible week long event hosting expert resources for any and all small business owners.

**WHAT:** Small Business Week encompasses activities such as roundtable discussions, Art Walk, Chamber after Hours, luncheons, presentations, meetings, and networking.

**WHERE:** The Gainesville Area Chamber of Commerce Offices, GTEC building and other varying locations.

**WHEN:** April 25-29, 2005, various times throughout the week.

**WHY:** To showcase the local resources available to promote the health and vitality of small businesses.

**HISTORY:** The Small Business Council was formed by the Gainesville Area Chamber of Commerce in 2002 to provide assistance and education for small and new business ventures in the Gainesville/Alachua County area. Designed to generate economic growth, the Small Business Council is a destination for information, education and assistance. With the support of current and new members, the Small Business Council continues to grow and build new programs for the success and prosperity of businesses in the area.

RSVP for these events at  
[www.gainesvillechamber.com](http://www.gainesvillechamber.com)  
or for more information contact  
the Gainesville Area Chamber of  
Commerce at 352/334-7100

YOUR PRESCRIPTION FOR SUCCESS!

041160



April 25 - 29, 2005



## CALENDAR OF EVENTS

### MONDAY, APRIL 25

- \* **12-1 pm Small Business Council Kickoff Meeting**  
Chamber offices 300 E. University Avenue  
Brown Bag Lunch Meeting  
*RSVP online at [gainesvillechamber.com](http://gainesvillechamber.com),  
Calendar of Events*
- \* **1-2 pm Small Business Procurement Program**  
Meet and greet with City of Gainesville and GRU Purchasing Staff  
Chamber Offices, 300 E. University Ave.
- \* **5-7 pm SCORE: Counselors to America's Businesses Open House**  
SCORE offices 101 SE 2<sup>nd</sup> Place, Suite 104
- \* **6 pm City of Gainesville Proclamation and City of Gainesville 2<sup>nd</sup> Quarter Business Recognition**  
City Commission Chambers

### TUESDAY, APRIL 26

- \* **11:30 am Sign-in for Roundtables & Kickoff**  
GTEC Building 2153 S.E. Hawthorne Road, Suite 101  
Member Benefit/\$20 future members  
*RSVP for Tuesday's Roundtables, only one registration needed for that day - Register online at [gainesvillechamber.com](http://gainesvillechamber.com), Calendar of Events*
- \* **12-2 pm Roundtable Discussions**  
8 tables, 8 topics, 8 professionals, 30 minutes each, focusing on critical information to small business owners
- \* **12-2 pm UNF Small Business Development Center Open House** - SBDC offices 2153 SE Hawthorne Rd, Suite 126

### WEDNESDAY, APRIL 27

- \* **8:30 am-4 pm Economic Development Summit**  
Noah Pickus from Research Triangle in North Carolina and John Lovorn, President and CEO The Pace Group: Economic Development Strategy Summit  
Gainesville Country Club 7300 SW 35<sup>th</sup> Way  
*RSVP online at [gainesvillechamber.com](http://gainesvillechamber.com),  
Calendar of Events*
- \* **9-11:30 am The Growth Coach: "Making Something Happen"**  
The Growth Coach: Balance your Business and Your Life - Chamber offices 300 E. University Ave.  
*Call 317-8842 for more info.*
- \* **11:30 am-1 pm GAIN Luncheon with Noah Pickus**  
Gainesville Area Innovation Network monthly luncheon  
*RSVP online at [www.gainesvillechamber.com](http://www.gainesvillechamber.com)  
Calendar of Events*
- \* **6-9 pm SCORE Workshop**  
Q & A on "How To Start a Small Business"  
Doyle Conner Building, \$ 20 to attend  
*Call 375-8278 to reserve your seat*

- \* **6-9 pm UNF Small Business Development Center Workshop**  
"Small Business Record Keeping", \$30 to attend  
SFCC Main Campus 3000 NW 83rd Street  
*Call 395-5896 to reserve your space*

### THURSDAY, APRIL 28

- \* **11:30 am Sign-in for Roundtables & Kickoff** - GTEC Building 2153 S.E. Hawthorne Rd., Suite 101

*RSVP for Thursday's Roundtables, only one registration needed for that day. Register online at [gainesvillechamber.com](http://gainesvillechamber.com), Calendar of Events*  
Cost: Member Benefit/\$20 future member

- \* **12-2 pm Roundtable Discussions**  
8 tables, 8 topics, 8 professionals, 30 minutes each, focusing on critical information to small business owners
- \* **12-2 pm UNF Small Business Development Center Open House**  
SBDC offices 2153 SE Hawthorne Rd, Suite 126
- \* **5-7 pm Chamber After Hours**  
Magnolia Place Apartments 5075 NW 43<sup>rd</sup> Ave  
*Cost: \$10 for members, \$20 for future members*

### FRIDAY, APRIL 29

- \* **9 am-5 pm Roundtable Topic Presentations**  
Eight Follow up presentations to roundtable discussions. 50 minute intervals with 10 minute breaks in between  
Chamber offices 300 E. University Ave.  
*RSVP online at [gainesvillechamber.com](http://gainesvillechamber.com),  
Calendar of Events*  
Cost: Member Benefit/\$10 per session for future members
- \* **7-10 pm SCORE ARTWALK - Stop on Tour**  
SCORE encourages the public to stop by and visit them at 101 SE 2nd Place, Suite 104
- \* Events included as a chamber member benefit. Future members can purchase an individual event pass or all week pass. \$120 (a \$140 value) for a week pass. Event and week pass purchases can be applied to a new Chamber membership through May 13, 2005.