



Power Hour

Yankton Community Library
515 Walnut Street



Traditional Marketing - Mail 101

Wednesday, April 25th at 12:00 pm – 1:00 pm

Lee Borns, Corporate Vice President, & Carl Perry, Vice President Business Analytics, Borns Group

Learn how important is it to communicate and build lasting relationships with your customers. Join Lee Borns and Carl Perry, Borns Group, as they give us tips on how to communicate clearly, accurately, and in a timely manner to give your customers superior quality.

Email & Computer Security for Small Businesses

Wednesday, May 9th at 12:00 pm – 1:00 pm

Rob Honomichl, Dakota State University

There has been an increase in cyber attacks targeting small business emails. Through these cyber attacks and the breach of confidential information, businesses could face serious and expensive consequences. During this time Rob Honomichl, Computer Science and Cyber Security Instructor at Dakota State University will discuss the common security threats and the steps that a company can take to help educate and reduce the risk of cyber attacks. The ability to recognize and reduce the risk of cyber attacks through emails and social engineering is the responsibility of all employees.

Marketing: It's Not About You

Wednesday, May 23rd at 12:00 pm – 1:00 pm

Hannah Walters, Instructor of Marketing

& Amber Mathern, Assistant Professor of Marketing at Northern State University

Establishing relationships with customers is necessary for your business to succeed. Join Hannah Walters & Amber Mathern, Northern State University, at this Power Hour to help you understand how your customers perceive value and how they help us. Also learn tips on how to engage customers and expand your reach with social media.

Mid-Year Business Check Up: Finance

Tuesday, June 12th at 12:00 pm – 1:00 pm

Presenter: TBA

Attendees will be provided a link to SCORE's Business Needs Assessment prior to the session for their use. During the workshop, SCORE members and a local expert will cover topics in the assessment related to finance and answer related questions.

Mid-Year Business Check Up: Operations

Wednesday, June 27th at 12:00 pm – 1:00 pm

Presenter: TBA

Attendees will be provided a link to SCORE's Business Needs Assessment prior to the session for their use. During the workshop, SCORE members and a local expert will cover topics in the assessment related to operations and human resources and answer related questions.

Understanding Your Business Financials

Wednesday, July 11th at 12:00 pm – 1:00 pm

Kelly Weaver, Regional Director at Small Business Development Center

Kelly Weaver of the Small Business Development Center will share an overview of two basic business financial statements: profit and loss statement and balance sheet. You will learn how to use the statements to better understand the financial and operational health of your business and how to compare your business with industry benchmarks.

Contact Rita Nelson at rita@yanktonsd.com or Tonya Ferrell at tferrell@cityofyankton.org to register.

Check out <http://adcsd.com/events/category/power-hours/> for more listings.