



## Power Hour

\*12:00-1:00pm

**Yankton Community Library**

515 Walnut Street

Free Business Education Sessions



**Marketing: It's Not About You**

**Wednesday, May 23<sup>rd</sup>**

**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 12<sup>th</sup>**

**Scott Noeldner, Director of Accounting at Primrose**

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 27<sup>th</sup>**

**Jim Kreber, Owner of Wood Mallet**

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 11<sup>th</sup>**

**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.



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**Little Things Make a BIG Difference**

**Tuesday, August 7<sup>th</sup>**

**Jodi Hepperle, Project Specialist with Avera St Lukes**

Customer service is not a department - it's an attitude.....and the responsibility of everyone in the organization. Customers have many choices these days. The little things we do every day can make a difference in whether they choose to do business with us, or go elsewhere.

**An Introduction to Internships**

**Wednesday, September 26**

**Scott Peterson and Britt Lorenz, Northern State University**

Is your organization considering creating or expanding a professional internship program? If so, come hear from Scott Peterson and Britt Lorenz, Northern State University, on how to do just that. At this Power Hour you will learn a variety of things such as, the legal guidelines to an internship, academic considerations, internship strategies, program objectives and the two major types of internships. Most of all, you will learn the best practices for implementing a successful internship program for both students and your organization.

**Sponsorships Myths and Realities**

**Tuesday, October 9<sup>th</sup>**

**Scott Peterson and Britt Lorenz, Northern State University**

Hiring international employees can bring many benefits to your organization and the process is the same (from the employer point of view) as any other internship. Scott Peterson and Britt Lorenz, Northern State University, will discuss internship strategy and program objectives. You will also learn the legal guidelines, this includes: various types of VISA statuses, OPT (Optional Practical Training) and CPT (Curricular Practical Training).

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