

Health Department: Vital Records Training

Wednesday, June 21, 2017 9:00 AM to 12:00 AM

Topic: Not Set

Death certificates are going to a new online process in July 2017 and will now be completed through an electronic system called VRISM (Vital Records Information Systems Management). VRISM is Tennessee's new electronic death registration system. VRISM is: · New, User-Friendly, Internet Accessible, Secure, and Time-Saving; · Improves the quality of data for the State of TN; and · Paperless filing of the official death certificate. · In this training, participants will learn how to use VRISM and what the new electronic completion process will look like. Anyone needing access to the VRISM system will need to complete the User Agreement (<https://www.tn.gov/health/section/vital-records>). This allows individuals to be put into the system and be given login information to access VRISM. The training at ETSU will be for Funeral Directors, Embalmers and their staff that handle death certificates. The Instructor for this training is Toni Shute, Training Specialist II for the Department of Health. Licensed Funeral Directors and Embalmers will receive 2 CE Credits. Class will be from 9:00 AM to 12:00 Noon on June 21st Registration Required: Please contact Toni Shute at 615-393-0430 to register.

Location: [TSBDC at East Tennessee State University - Main Office, ETSU Innovation Laboratory, Johnson City](#)

Hands-On Training Using Facebook Advertising Tool - Power Editor Register

Tuesday, June 27, 2017 10:00 AM to 12:00 PM

Topic: Marketing and Sales

This advanced Facebook workshop for Business Page Admins will cover how to create three campaigns. A "like" campaign to potentially increase "likes" to your Business Page. A "Engagement Post" to potentially amplify the reach of your posts on Facebook and on Instagram. Finally another ad that could help increase "traffic" to their website using a Call-to-Action button. These ads require a commitment to spend \$5/day minimum for each ad from Facebook to go live. We will "walk through" each of the campaigns up until purchase. Attendees will decide if they wish to promote the ads created in the workshop. It's important to have visuals and content ready to use if creating the ad within the workshop.

Speaker: M. Valentina Escobar-Gonzalez, MBA, Founder of Beyond Engagement—Social Media Solutions

Location: [TSBDC at East Tennessee State University - Main Office, ETSU Innovation Laboratory, Johnson City](#)

Fee: \$ 50.00

July

[Facebook Tools to Improve Your Social Media Marketing](#) [Register](#)

Tuesday, July 11, 2017 10:00 AM to 11:00 AM

Topic: Marketing and Sales

Learn the latest tools that facilitate the daily management for Facebook users for Small Business Owners and Nonprofit Professionals. This workshop will cover creating a Call-to-Action button on your Business Page, discussing the right “layout”, setting a Preferred Page Audience, Custom Away messages, Scheduling Future Updates, and much more. Valentina Escobar-Gonzalez, MBA, founded Beyond Engagement – Social Media Solutions in January 2012 – and hasn’t slowed down since. She has a passion for assisting small businesses grow their engagement levels with customers online with social media marketing. Valentina keeps up-to-date with the latest marketing, communications and social media trends by networking – not only in the Tri-Cities, but across the state. She joined a panel at the region’s only social media conference in Knoxville, which was attended by 500 marketing professionals and small business owners. Her topic included strategies for beginning social media marketers, with an emphasis with her experiences with small business owners, nonprofits and educational institutions. Her other achievements include: Named a 40 under Forty recipient in the Tri-Cities (within a year of moving to the area) Featured in National Marketing Smarts Podcast: Big Heart, Small Budget: Social Media for Nonprofits and Small Businesses Finalist for the prestigious KOSBE Awards in Innovation & Marketing Received an honorable mention by KOSBE judges in Innovation. Named 70 Rising Social Media Stars She presented to the American Advertising Federation of Coastal Carolinas in Myrtle Beach, Greenville (SC), and in Southwest Virginia about attending the latest Social Media Strategies on Facebook and on Instagram. Valentina has participated in numerous speaking engagements to education institutions, including Milligan College, East Tennessee State University, Emory & Henry College, and Northeast State Community College’s Foundation where she helped increased donations through social media and assisted in promoting its inaugural Derby event through Facebook.

Speaker: M. Valentina Escobar-Gonzalez, MBA, Founder of Beyond Engagement—Social Media Solutions

Location: [TSBDC at East Tennessee State University - Main Office, ETSU Innovation Laboratory, Johnson City](#)

Fee: \$ 25.00

August

[What You Need to Know About Instagram Now as a Business Owner](#) [Register](#)

Monday, August 07, 2017 10:00 AM to 11:00 AM

Topic: Marketing and Sales

According to recent reports, "About 700 million people now use Instagram every month, with about 400 million of them checking in daily." As a business owner, this informal workshop will discuss using Instagram as a personal account vs business. There is a big distinction between the two options. We'll discuss the pros and cons of each option. Moreover, this workshop will also cover use of advertisement to increase reach and to target your audiences. Finally, we'll show you budget friendly tools to maximize your time and use in this engaging platform. Valentina Escobar-Gonzalez, MBA, founded Beyond Engagement – Social Media Solutions in January 2012 – and hasn't slowed down since. She has a passion for assisting small businesses grow their engagement levels with customers online with social media marketing. Valentina keeps up-to-date with the latest marketing, communications and social media trends by networking – not only in the Tri-Cities, but across the state. She joined a panel at the region's only social media conference in Knoxville, which was attended by 500 marketing professionals and small business owners. Her topic included strategies for beginning social media marketers, with an emphasis with her experiences with small business owners, nonprofits and educational institutions. Her other achievements include: Named a 40 under Forty recipient in the Tri-Cities (within a year of moving to the area) Featured in National Marketing Smarts Podcast: Big Heart, Small Budget: Social Media for Nonprofits and Small Businesses Finalist for the prestigious KOSBE Awards in Innovation & Marketing Received an honorable mention by KOSBE judges in Innovation. Named 70 Rising Social Media Stars She presented to the American Advertising Federation of Coastal Carolinas in Myrtle Beach, Greenville (SC), and in Southwest Virginia about attending the latest Social Media Strategies on Facebook and on Instagram. Valentina has participated in numerous speaking engagements to education institutions, including Milligan College, East Tennessee State University, Emory & Henry College, and Northeast State Community College's Foundation where she helped increased donations

through social media and assisted in promoting its inaugural Derby event through Facebook.

Speaker: M. Valentina Escobar-Gonzalez, MBA, Founder of Beyond Engagement—Social Media Solutions

Location: [TSBDC at East Tennessee State University - Main Office, ETSU Innovation Laboratory, Johnson City](#)

Fee: \$ 25.00

[Hiring for Your Small Business - Getting Started Register](#)

Wednesday, August 16, 2017 10:00 AM to 11:00 AM

Topic: Not Set

In this workshop, you'll learn: - steps for preparing your business to hire - the different types of workers for hire (contractors, employees, interns) - how to determine which type of worker is best for your needs - tips for writing an effective job description - where to post your job opening - the importance of creating an interview process - tips for conducting effective interviews This workshop is perfect for small business owners who are: - aren't quite ready to hire, but want to be prepared - considering outsourcing to a contractor for the first time - ready to hire their first employee - looking to hire one or more employees - struggling with hiring and keeping employees Ashley Cox, PHR, SHRM-CP, is The HR Partner for Small Businesses at sproutHR, where she helps you hire, train, and lead a thriving team. She loves making the overwhelming, confusing, and intimidating parts of hiring and leading a team simple, actionable, and fun, so you can feel more confident and at ease in your business and focus on reaching your big goals. Ashley has over 10 years of experience in corporate leadership and human resources and is a dual-certified HR Professional, holding both the PHR and SHRM-CP certifications. She played an incremental role in the development of major corporate HR programs for a Fortune 25 Company and has worked with the Society for Human Resource Management on developing international certification curriculum. In addition to writing her own blog, Ashley also contributes to a regular column on all things HR for the Little Black Desk Society, has written several guest blog posts, presented at online and in-person workshops, and has been featured on multiple podcasts, including Legal Road Map™ with Autumn Witt Boyd and Work Your Wealth with Mary Beth Storjohann, CFP. She was also recently selected as one of the "100 Best Sites for Solopreneurs" in 2017 by One Woman Shop, for providing valuable content and resources for solo entrepreneurs.

Speaker: Ashley Cox, Sprout HR

Location: [TSBDC at East Tennessee State University - Main Office, ETSU Innovation Laboratory, Johnson City](#)

Fee: \$ 25.00

[Advanced Facebook Techniques](#) [Register](#)

Tuesday, August 22, 2017 10:00 AM to 11:00 AM

Topic: Marketing and Sales

Want to take your Facebook to the next level? Reach the right audiences, use the right tools, engage with your audience? This workshop is just right for you! In the session we will be discussing Facebook's Power Editor. "According to recent sources, "an estimated 2% of your page fans actually see your posts." Power Editor is advertising tool by Facebook where you can create targeted audiences to potentially amplify the reach of your post. Advanced options include targeting your audiences through their behaviors, demographics, interests, and even location, just to mention a few. This workshop is strictly for Facebook users with Business Pages. Valentina Escobar-Gonzalez, MBA, founded Beyond Engagement – Social Media Solutions in January 2012 – and hasn't slowed down since. She has a passion for assisting small businesses grow their engagement levels with customers online with social media marketing. Valentina keeps up-to-date with the latest marketing, communications and social media trends by networking – not only in the Tri-Cities, but across the state. She joined a panel at the region's only social media conference in Knoxville, which was attended by 500 marketing professionals and small business owners. Her topic included strategies for beginning social media marketers, with an emphasis with her experiences with small business owners, nonprofits and educational institutions. Her other achievements include: Named a 40 under Forty recipient in the Tri-Cities (within a year of moving to the area) Featured in National Marketing Smarts Podcast: Big Heart, Small Budget: Social Media for Nonprofits and Small Businesses Finalist for the prestigious KOSBE Awards in Innovation & Marketing Received an honorable mention by KOSBE judges in Innovation. Named 70 Rising Social Media Stars She presented to the American Advertising Federation of Coastal Carolinas in Myrtle Beach, Greenville (SC), and in Southwest Virginia about attending the latest Social Media Strategies on Facebook and on Instagram. Valentina has participated in numerous speaking engagements to education institutions, including Milligan College, East Tennessee State University, Emory & Henry College, and Northeast State Community College's Foundation where she helped increased donations through social media and assisted in promoting its inaugural Derby event through Facebook.

Speaker: M. Valentina Escobar-Gonzalez, MBA, Founder of Beyond Engagement—Social Media Solutions

Location: [TSBDC at East Tennessee State University - Main Office, ETSU Innovation Laboratory, Johnson City](#)

Fee: \$ 25.00

[SBA: You Can Bank On It Seminar Register](#)

Thursday, August 31, 2017 2:00 PM to 4:00 PM

Topic: Not Set

FREE SMALL BUSINESS ENTREPRENEUR SEMINAR An opportunity for potential & current small business owners to learn about resources available to them. When: August 31, 2017 Where: Tennessee Small Business Development Center - ETSU Innovation Lab at 2109 West Market Street Johnson City, TN 37604 Time: 2:00 PM – 4: 00 PM Contact: (423) 439-8505 | RSVP by Friday, August 25th to: Teresa Shipley, 423-439-8505 or select the "Register for this event online" link below. Session Includes: SBDC Overview: Need help starting or growing your business? Dr. Bob Justice, Director of the SBDC at ETSU College of Business & Technology will discuss the myriad of services the Tennessee Small Business Development Center provides for entrepreneurs to take advantage of like free confidential counseling as well as training seminars. Government Contracting Session: Are you seeking ways to grow your business through federal government contracting? Kena Dixon, SBA Business Opportunity Specialist, will provide you with the information to determine which certification is right for you. SBA Loans Overview: Having trouble obtaining a traditional loan for your business? In this session you will learn how SBA loan guaranties expand a lenders ability to make small business loans. SBA Economic Development Specialist Jacqueline Merritt will provide an overview of SBA's various loan programs, and explain how you can apply for an SBA loan. Lender Q&A Panel: Are you seeking financing to grow your business? If so, this portion of the workshop, moderated by SBA Lender Relations Specialist Maria Lloyd, provides the perfect opportunity for you to gather helpful feedback from the group's Q &A on what it takes to be successful when seeking a business loan. Each lender will give an overview of what their institution has to offer small business owners and what it needs to make a credit decision followed by a question and answer session to help dispel the myths of small business finance.

Speaker: Dr. Bob Justice, Director of the TSBDC at East Tennessee State University. Kena Dixon, SBA Business Opportunity Specialist. Jacqueline Merritt, SBA Economic Development Specialist.

Location: TSBDC at East Tennessee State University - Main Office, ETSU
Innovation Laboratory, Johnson City