



CF CORPORATE COLLEGE / CITRUS BUSINESS SERIES FOR 2019

With Citrus County's economy improving, businesses and organizations need to be ready to step up their game to take advantage of it. That often takes an investment in training. The Citrus County Chamber of Commerce and the College of Central Florida's Corporate College are partnering to provide training in 2019 for local business, industry, non-profit and government entities to address specific management and employee needs and improve skills for success.

WHAT?

CF has been offering customized corporate training services for over 20 years. CF's Corporate College has been operating since 2017 primarily in Marion County, but is now extending training opportunities to Citrus County organizations in partnership with the Citrus County Chamber of Commerce.

In December, Corporate College surveyed the Chamber's members, asking about most-needed training topics. The Citrus Business Series workshop schedule reflects those choices. Each interactive, two-hour workshop will provide practical and useful tips, tools and techniques that attendees can start using right away.

Survey respondents asked for these workshop topics for 2019: customer service, community knowledge, cybersecurity, business networking, marketing, social media, basic supervision, managing for success, advanced leadership, goal-setting and accountability, and basics for HR. Deeper-dive sessions on any topic can be arranged through the Corporate College.

WHEN? WHERE?

Each workshop will be offered twice monthly and at different locations, for convenience:

- 1st Fridays at the College of Central Florida – Citrus Campus, 2:30 to 4:30 p.m. (*except during June, July and August, when sessions will be held at the Citrus County Building Alliance office*)
- 3rd Tuesdays at the Citrus County Chamber of Commerce, 8:30 to 10:30 a.m.

HOW MUCH? HOW DO I REGISTER?

Individual workshop fee is \$29. Register and pay online at: <http://www.cf.edu/corporatecollege>.

REGISTER NOW!

Save your seat – go online to <http://www.cf.edu/corporatecollege> to choose the workshop(s) that will benefit you and your business, and pay to secure your registration. You don't have to be a Chamber member or Citrus County resident to participate.

No refunds or transfers will be granted five (5) business days prior to each workshop. Pre-registration and payment are required to attend; walk-ins on the day of a workshop are discouraged.

For more information, please call the Corporate College at 352-873-5855 or write to corporatecollege@cf.edu.

SCHEDULE – 2019 CITRUS BUSINESS SERIES

WORKSHOP (See next page for Workshop Descriptions)	At CF CITRUS CAMPUS <i>(except as noted)</i> 1st Fridays, monthly 2:30 to 4:30 p.m.	At CITRUS CHAMBER 3rd Tuesdays, monthly 8:30 to 10:30 a.m.
Customer service – do it right to build loyalty and repeat business	February 1 Bldg. C4, Room 103	February 19
Community knowledge – what there is to do in Citrus County and why it’s important to know	March 1 Bldg. C4, Room 103	March 19
Cybersecurity – the threat no business can ignore	April 5 Bldg. C4, Room 208	April 16
Business networking – make every contact count	May 3 Bldg. C4, Room 103	May 21
Marketing – What is it? Much more than just advertising	June 7 <i>At Citrus County Building Alliance</i>	June 18
Social media – managing your online presence for business advantage	July 12 (2 nd Friday of the month) <i>At Citrus County Building Alliance</i>	July 16
Basic supervision – especially for new supervisors and those who need a refresher	August 2 <i>At Citrus County Building Alliance</i>	August 20
Managing for success – there’s so much to do, where do you focus?	September 6 Bldg. C4, Room 103	September 17
Advanced leadership – setting the tone and charting the course	October 4 Bldg. C4, Room 103	October 15
Goal-setting and accountability – plans are needed, follow-through is essential	November 1 Bldg. C4, Room 103	November 19
HR basics – what anyone responsible for human resources must know and do	December 6 Bldg. C4, Room 103	December 17

LOCATIONS:

College of Central Florida, Citrus Campus: 3800 S. Lecanto Highway, Lecanto (**Note: When parking on the College of Central Florida’s campus, please print the temporary parking permit on last page of this document and place it on your car’s dashboard to avoid fines.**)

Citrus County Building Alliance: 1196 S. Lecanto Highway, Lecanto (*June, July, August*)

Citrus County Chamber of Commerce: 915 N. Suncoast Boulevard, Crystal River

WORKSHOP DESCRIPTIONS

- **Customer Service – do it right to build loyalty and repeat business**
You may deal with tourists, seasonal residents or year-rounders. For all, *how* you treat them generally makes the difference between the once-and-done experience versus developing loyal, returning patrons who become ambassadors for your business. Learn how to handle routine situations as well as those that don't go as planned, and how to deliver excellence in customer service every day.
- **Community Knowledge – what there is to do in Citrus County and why it's important to know**
“What's there to do in Citrus County?” Plenty, but if your staff can't respond well to that question, your business won't be viewed as an important community member. Experts will share tips on probing for interests, sharing information about where to go and what to do, as well as how and where to get more information.
- **Cybersecurity – the threat no business can ignore**
Whether you conduct much of your marketing and sales online, or only use internet-based services for select business functions, you're at risk. Cyber security is a No. 1 concern, and every business must be aware of the risks and protective actions available to them. This is a must-attend workshop.
- **Business Networking – make every contact count**
Make every contact count! Really effective business networking can position you as a subject matter expert and the go-to person in your field, as well as being able to launch new business contacts that result in jobs. Never again arrive at a networking event unprepared, or miss opportunities to network in your daily life.
- **Marketing – What is it? Much more than just advertising**
Marketing is how the world knows about your organization, so you really need to understand it. Get acquainted with all the marketing channels open to you, including advertising, public relations, social media, networking, community involvement, and more. Follow-up sessions can be scheduled as-needed for specific marketing issues.
- **Social Media – managing your online presence for business advantage**
It's important to manage your organization's online presence. This workshop examines today's major social media platforms and identifies best uses of each for particular business needs. Follow-up sessions can be scheduled as-needed for specific social media platforms.
- **Basic Supervision – especially for new supervisors and those who need a refresher**
This session is ideal for the first-time supervisor, especially one making the transition from within the ranks. It's also a great refresher for the working supervisor who can get overwhelmed by all the demands placed on staff.
- **Managing for Success – there's so much to do, where do you focus?**
Building on the supervisory workshop, *Managing for Success* provides tips and skill-building exercises for managers whose responsibilities, regardless of the groups they manage, can span from the mundane to the extremely challenging. Effective managers make sure that things are done the right way, but there's so much more.
- **Advanced Leadership – setting the tone and charting the course**
Leadership is translating vision into reality. It's about your organization's people, not about you. Communication is the real work of leadership, and what you communicate is as important as how you do it. This session helps you establish the leadership mindset and behaviors.
- **Goal-setting and Accountability – plans are needed, follow-through is essential**
Yogi Berra once said, “If you don't know where you're going, you'll wind up somewhere else.” Effective goal-setting – and building in timelines and accountabilities – will propel you in the right direction. This session focuses on skill-building for successful planning and execution of projects large and small.
- **HR Basics – what anyone responsible for human resources must know and do**
Whether you're a sole proprietor, have just a couple of employees, or work through a larger team of employees and contractors, you need to know about the legalities of human resources management. It's particularly important for small businesses that typically focus on getting and keeping business, sometimes to the detriment of required HR functions.

WHEN PARKING ON THE COLLEGE OF CENTRAL FLORIDA'S CAMPUS, PLEASE PRINT THIS TEMPORARY PARKING PERMIT AND PLACE IT ON YOUR CAR'S DASHBOARD TO AVOID FINES.



Traffic and Parking Regulation for Campus Visitors

Public Safety

These special parking permits are to be placed on the driver's side dashboard of your vehicle so that **all information is clearly visible**.

Maximum speed limit on campus is 20 mph.

Citations are issued by the Public Safety Department for violations of the CF Traffic and Parking Policy

Non-Credit Students **SHOULD** park in **STUDENT** parking.

Non-Credit Students **SHOULD NOT** park in spaces marked **RESERVED** or **VISITOR**.

All Non-Credit Students and Visitors should obey posted traffic signs and should not park on the grass.

Vehicles may be towed or booted at the OWNERS RISK AND EXPENSE. The cost of redeeming a towed vehicle is determined by the fee of the firm utilized, PLUS ANY STORAGE CHARGES. All individuals who bring a private vehicle on the college campus should be fully aware that CF does not warrant any protection for damage.

Further, the college does not assume any responsibility for damage or loss of vehicles or properties contained therein.



Special Parking Permit Please Display on Driver's Side Dashboard

Dates Valid For: _____

Name of Driver: _____

Valid For: *Student or Visitor Parking Only*

Vehicle Make & Color: _____

Issued by: **College of Central Florida's Corporate College**

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