



The Marshall Chamber Small Business Academy Series offers a variety of business topic workshops and presentations to help you grow your business.

All sessions are FREE for Marshall Chamber Members!  
The public may attend for a fee.

Learn more:  
[www.choosemarshall.com](http://www.choosemarshall.com)  
269-781-5163

RSVP:  
269-781-5163  
[jreid@marshallaeda.org](mailto:jreid@marshallaeda.org)

## MARSHALL AREA ECONOMIC DEVELOPMENT ALLIANCE

323 West Michigan Avenue  
Marshall, MI 49068

269-781-5163  
[info@marshallaeda.org](mailto:info@marshallaeda.org)  
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# Small Business Academy

Marshall Chamber  
Business Education Series  
January - April 2019





# MAKE YOUR BUSINESS A CONSUMER DESTINATION!

Jon Schallert, internationally-recognized business expert and speaker, will teach you how to turn your business into a true destination!

This FREE workshop includes an in-depth presentation by Jon, Q&A discussion and lunch provided by Schuler's Restaurant.

**THURSDAY, JANUARY 10  
8:00 AM TO 1:30 PM  
FRANKE CENTER FOR THE ARTS  
214 E. MANSION ST.**

## GOOGLE PRESENTS: DRIVE BUSINESS WITH EMAIL MARKETING

Google is sending Erin Bemis to teach you strategies to expand your marketing efforts.

**TUESDAY, FEBRUARY 12  
8:30 AM TO 10:00 AM  
PUBLIC SERVICES BUILDING  
900 S. MARSHALL AVE.**



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## CYBERSECURITY

**THURSDAY, MARCH 21  
8:30 AM TO 10:00 AM  
PUBLIC SERVICES BUILDING  
900 S. MARSHALL AVE.**

Small businesses are at risk for cyber-attacks and are vulnerable in many ways. Scott Taber, cybersecurity expert, will cover why cybersecurity is important, best cybersecurity practices, real-world scenarios and cybersecurity action items.



## USING FACEBOOK EFFECTIVELY TO PROMOTE YOUR BUSINESS

Are you using Facebook and other social media platforms to promote your business but want to improve your knowledge? Let Cheri Bales from the Small Business Development Center help you get the most out of these platforms.

Bring your laptop or phone and work along.

**TUESDAY, APRIL 30  
8:30 AM TO 10:00 AM  
PUBLIC SERVICES BUILDING  
900 S. MARSHALL AVE.**

