Program Summary

Director Cheokas continues to work one-on-one with small business owners in our service area. Consulting was offered to 14 small business/pre-venture clients this quarter.

Activities in which Director Cheokas participated during the quarter are:

- Community Guess Speakers – January 24, 2011. Mr. Marty McDonald, owner of McDonald State Farm insurance office in Americus, visited campus to speak to Director Cheokas’ Business Leadership class. He spoke about how he opened his business and built his customer base. February 14, 2011, Ms. Angie Singletary, Director of Americus Downtown Development Authority and the Main Street program, spoke to leadership class about the economic impact that college students have on Americus. She asked their input on what they would like to see in the downtown area. The City has begun a committee with business owners, city officials, and students to address discuss future plans. Ryan Garnto, a student in the class, is serving on this committee.

- Economic Outlook Luncheon - February 1, 2011. Director Cheokas organizes this annual event as part of the Center’s outreach services. This year’s event was co-sponsored by the Americus Rotary Club. Keynote speaker was Mr. Charley English, Director of the Georgia Emergency Management Agency. Director English had been actively involved with the recovery efforts for Americus after the 2007 tornado. He has co-authored a paper on this specific event. His talk focused on his research data. Over 120 attended. Bob Slenker with the GSW-IT Department filmed the presentation for use on GSW-TV.

- Career Interest Program (CIP) – January 31 through February 3, 2011. Ms. Michele Houston, a senior at Southland Academy, shadowed Cheokas for week as part of senior career interest program experience. Houston attended classes taught by Cheokas and assisted with the planning and execution of the Economic Outlook Luncheon. Michele also had an opportunity to speak with Dr. Dawn Valentine about possible career paths in marketing.

- Marion County High School, Future Business Leaders of America – March 12, 2011. FBLA is a National organization with groups operating with in Georgia high schools. Mrs. Cheokas was asked to serve as a judge in both the entrepreneur and professional job interview categories. An excellent opportunity to meet business teachers and students at the high school level.
• AACSB Assurance of Learning Conference – March 14 thru 16, 2011. Director Cheokas along with Dr. Maldonado attended the AOL conference in Atlanta. The School of Business is preparing for accreditation maintenance visit scheduled for academic year 2012-2013. Conference focus – “closing the loop”. Peer review teams are wanting to see evidence of how efficiently and effectively AOL information is being captured and utilized in the assurance of learning process.

• Robins Air Base Co-op Recruitment Visit – March 30, 2011. This was the second visit to our campus during the academic year for Robins. Mrs. Cheokas serves as coordinator for the Robins LAB internship program. There were 9 students in attendance with 6 applying. Dr. Liz Wilson held an interview preparatory workshop the following week to assist the students with their interview strategies.

Program Measures Impact Statements

January - March 2011: A total 14 clients were offered one-on-one consulting during the first quarter of 2011; all new client files were opened.
First quarter client profile:
  o Start-ups – 86%
  o Existing businesses – 14%
  o Total employment (existing companies) – 11
  o Consulting Hours - 81
  o Capital investment of $ 7,051

Point of Interest

The GSW School of Nursing is exploring ways in which to optimize their investment with new simulation equipment and technology. Ms. Beth Webb, Clinical Lab Coordinator, requested assistance with writing a business plan that will outline possible financial revenues. During the meeting marketing strategies where also discussed. Director Cheokas will draft performas and assist as needed.

Advocacy

The GSW Center for Business continues to collaborate with the Small Business Development Center consultants; identifying available resources for small business clients in our area. Upcoming Continuing Education classes for Spring 2011 include:
  • Writing a Winner Business Plan: Step One
  • Owning Your Own Business: Step Two

GGC
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