

2 WAYS TO REGISTER

Attend:

RESTAURANT, RETAILING & BUSINESS SEMINAR KICK-OFF

- Meet the instructors
- Review seminar material and outlines
- Register
- Enjoy food and beverages

Monday, April 12, 2010

4 - 6 p.m.
Seattle Central Community College,
5th Floor Lobby
1701 Broadway, Seattle WA

Contact us:

Contact: Jennifer Lemus at: (206) 398-5314
or jennifer.lemus@soundtransit.org

BOOST YOUR BUSINESS AND INCREASE SALES WITH THESE **FREE** EXPERT LED SEMINARS:

RETAILING

RESTAURANT

SOCIAL MEDIA

 **LEARN MORE**

THE CAPITOL HILL
CHAMBER OF
COMMERCE
AND SOUND TRANSIT
INVITE YOU TO:

FREE

RESTAURANT, RETAILING & BUSINESS SEMINARS

APRIL/MAY
2010

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What others are saying

"I have turned my business around with many of your ideas and suggestions."

"I got practical tips about my business that I have already started implementing."

"I appreciated the opportunity to meet other restaurants and talk about common issues and challenges."

"This was the best help I have had."

- 2009 Business Seminar Attendees

Sound Transit and the Capitol Hill Chamber of Commerce are pleased to again offer business seminars on retail management, restaurant management, and a new topic: social media. These free seminars are brought to you by the business technical assistance program through Sound Transit and the Chamber.

The seminars are more valuable than ever as construction begins on the Capitol Hill light rail station and the light rail connection to downtown Seattle and the University of Washington.

RETAILING

Merchandising Tom will describe over 30 factors that can influence the customer in a positive manner, including what is stocked, how it's displayed and how the sales staff responds to customers.

Tuesday, April 13, 4-7 p.m., Seattle Central Community College, Room 3212

Selling Skills This session teaches the various ways to close a sale as well as how to handle the opportunities presented by different types of customers. You will find ways to retain more customers and complete more sales with this session.

Wednesday, April 14, 4-7 p.m., Seattle Central Community College, Room 3212

The Right Customer For Your Business Whether you're a national retailer or a small niche business, you cannot be everything to every customer. To be profitable, business owners must understand their customers and find ways to earn more of their business.

"The better you niche, the more you get rich."
Thursday, April 15, 4-7 p.m., Seattle Central Community College, Room 3212



Instructor: Tom Shay,

Tom Shay created Profits Plus, a nationally recognized retailing consulting company, based on years of experience in a family-owned business. Tom is a fourth-generation business owner, author, columnist, business coach and speaker who provides the tools necessary for small businesses to succeed.

RESTAURANT

It's OK To Make More Money The first seminar looks at trusted tools available to more efficiently manage the Big Three: Product Cost, Labor Cost and Operating Expenses. The goal is to equip each restaurant operator with industry best practices to generate exceptional profits.

Monday, April 26, 3-6 p.m., Seattle Central Community College, Room 3212

Brand Building and the Internet Great restaurants are distinctly different from their competitors. This session will help you to determine your unique brand, ways to communicate and promote your brand to your target audience, and how to determine the Return on Investment for your promotions on-site and over the internet.

Monday, May 3, 3-6 p.m., Seattle Central Community College, Room 3212

Operation Excellence – Business Growth is Within the Four Walls The first seminar will focus on operational excellence and how to have the courage and confidence not to invent but to execute! The seminar will investigate the value of running a high quality restaurant operation, and will examine industry best practices that will enable an operator to deliver consistent, high-quality product each and every time.

Monday, May 10, 3-6 p.m., Seattle Central Community College, Room 3212



Instructor: Scott Gilkey

Scott Gilkey, owner of The Gilkey Restaurant Consulting Group in Seattle, specializes in restaurant and hotel consulting. His team has successfully created, designed, opened and operated over 100 restaurant concepts across the nation, including Palomino Restaurant Rotisserie and Bar, Ruby's Diner, Princess Cruise Lines and many more. With more than 30 years experience as a restaurant owner and operator, Scott understands how to create compelling restaurant concepts and bring them to life.



Instructor: Julia May

Julia May works exclusively with restaurants at her company ClickEats Inc, where she brings her internet expertise to help restaurant clients increase sales. Julia has worked in the Technology, Biotechnology and Internet Technology industries for over 13 years and with Fortune 500 companies such as Disney, AT&T Wireless and Genetech.

SOCIAL MEDIA

Should your business be using Twitter or Facebook to find new customers and connect with loyal ones?

Marketing your business with Social Media: Twitter, Facebook, Blogs, etc. This session teaches community business owners how to use a variety of simple and effective social media strategies to connect with customers and grow their business. The seminar will familiarize you with the social media landscape, demonstrate how easy it is to get started and guide you through the process of finding and engaging your audiences.

Tuesday, April 20, 2010, 3-6 p.m., Seattle Central Community College, Room 3212



Instructor: Matt Wakefield

Matt Wakefield works for Waggener Edstrom Worldwide, a PR agency, helping clients develop social media marketing strategies that have real and measurable impacts on their business. Matt is also an instructor in the Continuing Education program at South Seattle Community College.

Our consultants are eager to work with you and your business. Seminar participants are invited to one-on-one consultations on any issue you'd like to discuss. The experts will even come to your place of business.

For more information on the kick-off event or the seminars please contact the following:



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Non-English interpretive services can be arranged with sufficient notice by calling 1-800-823-9230 during normal business hours.

TRAINING RETAILING & BUSINESS SEMINARS