

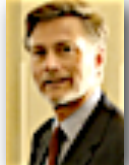
Coming **BOSS** Programs



**MAR 17** Brooke Evans Stratton Smith Michael J. Valdez **MAR 17**

**MAKE YOURSELF A MORE VALUABLE EMPLOYEE & MAKE YOUR BUSINESS MORE VALUABLE AS AN OWNER**

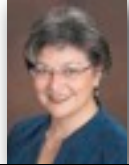
Wednesday, March 17, 2010 • 6:30 - 8 PM • Quorum Hotel Tampa • Complimentary - no fee or need to RSVP



**MAR 19** Robin Craig John Morrow Jim O'Brien **MAR 19**

**MANAGING YOUR BUSINESS & YOURSELF WITH PURPOSE**

Friday, March 19, 2010 • 9:00 AM - 10:30 AM • Oldsmar Library's Teco Hall, 400 St. Petersburg Dr., Oldsmar, FL 34677  
• Members \$20 • Non Members \$25 Check <http://utbchamber.com> For RSVP & Discounts



**APR 14** Dave DeVelder Judy Gay Sara Hand Bill Moline **APR 14**

**NETWORK YOUR INVENTION TO SUCCESS**

Wednesday, April 14, 2010 • 7-9 PM • Largo Recreational Center, 400 N. Highland Ave., Largo, FL  
Map: [http://www.tbic.us/Meeting\\_Info.html](http://www.tbic.us/Meeting_Info.html) • RSVP: [admin@tbic.us](mailto:admin@tbic.us)



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& Much More



**APR 17** TURNING YOUR SOCIAL MEDIA INTO A MARKETING TOOL **APR 17**

**APR 18** USING HIGH TOUCH TO PROMOTE YOUR HIGH TECH SOLUTION **APR 18**

**barcamp sarasota 2010**

Saturday & Sunday April 17 & 18 • 10 AM - 5 PM each day, Suncoast Polytechnical High School, Sarasota, FL  
From info: <http://bcsrq.com/> • No fee or need to RSVP



*BarCamp Sarasota Committee Gets Ready For April 17 & 18 Event*

THE **BIZGUIDE** NEWSLETTER from **BOSS**  
BUSINESS OUTREACH SPEAKER SERIES

Left to right: BCS Steering Committee Tracy Ingram, Sara Hand, BOSS Rep Shirley Morrison & BCS Member Stan Schultes  
Copyright © 2010 by Andoni Lizardy

# Managing Your Business Versus Managing Yourself



## MANAGING YOUR BUSINESS WITH PURPOSE

As a result of working for over 25 years with 1,000 + small business owners, I've noticed patterns in the ways people master their business management skills, e.g.:

- Per their comments, a number of these owners acquired their abilities via *on-the-job-training (OJT)*. Many also openly confess that *OJT* is a costly way of learning how to manage.
- Others learn by reading and studying ways to manage themselves, their businesses and staffs.
- Some learn by going to seminars, reading and using skills taught by subject matter experts.

The most business-savvy owners know that the right education, advice and insights are just as vital as their experience. The latter offer an efficient and effective way of building the skills owners need. These options are much more efficient than making mistakes and trying to learn from their errors.

Which of these owners are you? Are you expanding your business management abilities? Are the ways you learn: 1. Purposeful and by design. 2. Purpose-driven and/ or crisis-driven? 3. Efficient or costly?

## MANAGING YOURSELF WITH PURPOSE

Many of us understand the value of developing quality self-management skills. Here are some categories you can use to review your self-management tendencies, *including your ability to:*

- Listen/ relate to people, diffuse tough situations, communicate effectively and influence others.
- Handle stress, solve problems, maintain a good attitude, cope, overcome adversity, bounce back.
- Focus, set goals, plan, budget, implement, keep commitments, follow-through, manage your time.
- Maintain your confidence, self-respect, integrity as well as your willingness to share and give.

These bullets are not a complete self-management assessment tool. However, they offer you a quick and easy way of looking at your self-management skills. If you are having difficulty in evaluating your abilities in any of these areas find a qualified source to help you rate your strengths and needs.

But before you begin this exercise ask yourself:

1. Are you ready for what this study will reveal?
2. Will you use this information?
3. Will this exercise help you?
4. Are you ready for change?

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# Where Self & Business Management Come Together



**Jerry Custin**  
CEO & President Upper Tampa Bay Chamber Of Commerce

Whether you are a business owner or an employee, our program, **MANAGING YOUR BUSINESS & YOURSELF WITH PURPOSE**, is sure to fit your needs. *Managing Your Business & Self...* is a 55 minute panel discussion filled with skills, processes and information you can use now.

You might also receive a surprise or two through this session, as all of our BOSS programs (Business Outreach Speaker Series), are content-rich and thought-stimulating experiences. Yes, you will hear some new ideas, some old but still relevant techniques and ways you can better manage yourself, others and your business.

Each of our panel members is well-experienced in business management, self-management and the management of others. From the technical to the personal, our expert panel members are certain to help you with your business skills.

So join us and discover how to: 1. Identify the traits and techniques that make effective managers successful. 2. Avoid those who lack these vital skills. 3. Enhance your own abilities as an employee.


**FROM THE  
UPPER TAMPA BAY  
REGIONAL CHAMBER OF  
COMMERCE**

**MANAGING YOUR BUSINESS &  
YOURSELF WITH PURPOSE**

**DATE & TIME:**  
Friday, March 19, 2010 • From 9 - 10:30 AM

**MEETING LOCATION:**  
Oldsmar Library's TECO Hall  
400 St. Petersburg Dr., Oldsmar, FL 34677

**RATES & RSVP:**  
• Members \$20 • Non-Members \$25  
**RSVP & Discounts:** <http://utbchamber.com>





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*From  
Brian Graham & SMART*

JOIN OUR COMPLIMENTARY **SMART SESSION** & PUT YOUR LINKEDIN PAGE TO WORK FOR YOU & YOUR BUSINESS

1. Identify how to find prospects that have a good probability of needing your products and services
2. Review your marketing materials and strategy to figure out what to say to these prospects
3. Expand your social network to include people who can help you meet your prospects
4. Develop a good list of prospects (e.g., not just a list of all companies with more than 10 PCs)
5. Use the SMART process & expand your reach to 6 networks beyond your own without cold calling

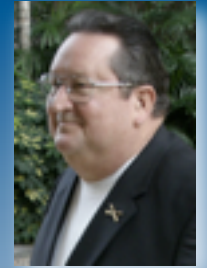
### SMART: Using LinkedIn As A Business Development Tool

If you are a nonprofit member or employee, join a SMART SESSION for free, *includes but is not limited to:*

1. Associations, e.g., ACG, AMA, ASTD, ASTA, Chambers, NAR, NFIB, NRF, etc.
2. Service clubs & other nonprofits Rotary, Kiwanis, Lions, United Way, etc.

Applies to other associations and nonprofits call Brian Graham for details at Quintic Capital 727-742-2546

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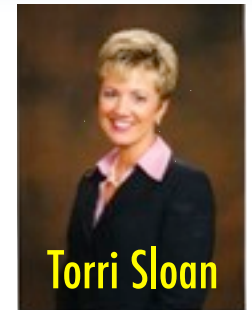
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# For Business Owners & Employees...

## Building, Expanding & Protecting Your Wealth

Building, expanding and protecting your wealth is usually a subject for those who are already successful. But the successful know that it starts long before they've achieved their greatest accomplishments.

Business experts Stratton Smith, Michael Valdez and Brooke Evans know that becoming financially successful is a long and arduous process for most. While some believe that profits are about money, these three business mavens know better.

Evans, Smith and Valdez will be sharing some of their insights regarding how to attract, enlarge and guard your most precious commercial and financial gains.

### Event Particulars

All this happens on Wednesday, March 17, 2010, from 6:30 PM - 8 PM at the Quorum Hotel in Tampa. The session is moderated by BOSS (the Business Outreach Speakers Series), is hosted by the Indo US Chamber of Commerce and is complimentary for members, guests and interested visitors. Additionally, there is no need to RSVP.

### BRIEF OVERVIEW OF THREE SPECIALIZED BUSINESS SERVICE PROVIDERS

#### BUSINESS EXIT PLANNERS, LLC

..helping clients to enhance their personal wealth by building practices and businesses that are repeatable, sustainable, scalable and transferable. For more information go to <http://businessexitplanners.com>

#### THE CFO ALLIANCE

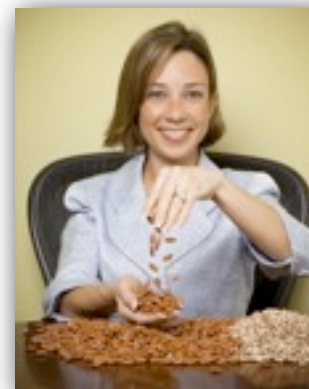
..provides a wide range of financial services for clients including functions as Business Advisors, Financial Management and Outsourced CFOs. For more information go to [www.cfoallianceinc.com](http://www.cfoallianceinc.com)

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P 813-288-7379



**JOHN MORROW**  
Growth Strategist

Do any of these sound familiar?

- Your growth is slowing.
- Your product is becoming a commodity.
- You're experiencing stronger competition.
- There is a trend toward lower prices in your industry.

These are a few of the many signs that indicate your industry is undergoing changes that will profoundly impact your future. Even if you're managing all aspects of your business perfectly, industry evolution can stall your growth and destroy the value of your business.

While you can't stop industry change, you can stop the damage to your business and exploit the changes to your advantage.

MORROW CONSULTANTS can help you understand the changes, and help you reposition your company for growth. Take the first step. Give us a call today.



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# Business Happens At BOSS Events



**Just Ask Wayne Rasanen of 495promos.com...**

"I have found that BOSS events are great places to learn, share ideas and network. I have met interesting people, attracted new opportunities and heard great business experts at BOSS. I can assure you that our sister association, The Tampa Bay Inventors Council will be taking advantage of these invaluable resources."

Visit 495promos.com for your next video and join us at the next BOSS Event where business is picture perfect

# Business Happens At BOSS Events

**Just Ask Mandy Minor & Dave DeVelder...**

"It was time for me to update my website," admits Dave DeVelder, business coach from DevCom.  
"We had some great ideas for Dave, so we revamped his site," says Mandy Minor of J. Allan Studios.  
"My website looks great and it all happened as a result of Mandy and me meeting at a BOSS Event!" Dave adds.

Review J. Allan's services at jallanstudios.com  
Visit DEVCOM's new website at salesmarketingtampa.com  
And come to BOSS Events, where business happens by design



# Business Happens At BOSS Events



**Just Ask Mike Monahan, Andoni Lizardy & Jerry Custin...**

"After we hosted our first BOSS Event we knew it was time to grow our own business education series with BOSS," says Jerry Custin, CEO of the Upper Tampa Bay Chamber. "Our first BOSS social media program was a hit that won us over," agrees Mike Monahan of UTBCC.

Come to the Upper Tampa Bay Chamber's next BOSS Event where business often happens in threes

# Anatomy Of A Community Start-Up



Second In A Series On The Challenges, Pitfalls & Successes Of A Start-Up Tech Event

## About BarCamp & BizGuide's Interest In BCS

Over the past 2 months, BizGuide has been following Barcamp Sarasota's progress as a community-based start-up. BCS was selected because of the services it provides its market and the unique views of providing annual conferences at no-cost to its participants.

## The Anti-Meeting Meeting

Ironically, some BarCampers call BC, "The anti-meeting meeting, or the unconference conference."

## BarCamp According to WIKIPEDIA

Founded in Palo Alto, CA, in 2005, BarCamp is a network of user-driven conferences and workshops. BarCamps now meet in 350+ cities worldwide as Google reports 1,910,000 listings for said groups.

Originally, BarCamp focused on web apps, open source technologies, social protocols and open data formats. But their topics have expanded, see **Content**.

## BCS Event Particulars

**Content:** Discussions on tech topics that vary based on available experts, e.g., virtual reality, social and legacy media, green technology, how to launch your start-up, graphics, the future of technology, etc.

**Dates & Times:** April 17 & 18, 2010 • 10 AM - 5 PM daily

**Site:** Suncoast Polytechnical High School, Sarasota, FL

**Cost:** Offered as a complimentary public service

**Website:** <http://bcsrq.com>



**Sara Hand**

## BCS Chief Organizing Officer

In the last Bizguide article, BCS Chief Organizer was concerned with many of BCS basic issues. Now she is dealing with Stage 2 challenges.

## BCS Critical Issues

1. Getting BCS' Steering Committee to work together on a time-challenged event, completing and implementing its plan
2. Creating community awareness of what BarCamp is and when BCS takes place
3. Generating momentum



## 2010 Winter & Spring Schedule

March 19, 2010

Lunch & Learn, for details go to <http://barcampsarasota.ning.com/>

April 8, 2010

Shakespeare Pub, Sarasota  
After hours informal networking event

April 17 & 18, 2010

BarCamp Sarasota,  
Suncoast Polytechnical High School  
4650 Beneva Road, Sarasota, FL 34233



# Anatomy Of A Community Start-Up



Comments From Key BCS Key Managers On Launching & Managing Their Event

## Stan Schultes

### Technical Communities Liaison & BCS Event MC



## BCS Critical Issues

1. Assist with technical management of our online presence.
2. Recruit quality speakers to increase general attendance.
3. Promote BCS within the regional technical communities.
4. Coordinate event logistics with the school and onsite.
5. Help define and deliver the messaging we do online.
6. Along with others, recruit sponsors.

## Jeremiah O'Connor

### BCS Chief Financial Officer

"Our committee is a talented group with diverse skill sets, yet we all have a common idea of what we want the event to be. I will consider BCS a success if it raises the bar for other BarCamps in Florida."



## BCS Critical Issues

1. Assist talented people to meet each other, make friends, have lively discussions, learn that they are a part of a larger group of like-minded people.
2. Send some amazing students to a state competition.
3. Meet our financial objectives.

## Tracy Ingram

### BCS Online Marketing Strategist - BCS Critical Issues

1. Distribute promotional material to various online sites.
2. Create buzz using Twitter, Facebook, BCSRQ website.
3. Maintain website, etc., including online advertising and PR.
4. Use Facebook to invite local businesses to become event sponsors
5. Recruit local talent by inviting social media and web design experts to BCS.
6. Organize electronic meeting room info. Help IT to create RSS feed for BCS.

