



# Economic Development ALLIANCE

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- JAN. 14 BUFF AND POLISH - HOW TO PORTRAY A PROFESSIONAL IMAGE**  
PRESENTED BY ST. CHARLES COMMUNITY COLLEGE
- FEB. 11 MOTIVATE YOUR EMPLOYEES TO GET UP & LOVE THEIR WORK**  
PRESENTED BY MISSOURI TRAINING INSTITUTE
- MAR. 11 WRITE IT RIGHT - BUSINESS WRITING TECHNIQUES**  
PRESENTED BY ST. CHARLES COMMUNITY COLLEGE
- APR. 8 SOCIAL MEDIA BOOT CAMP - HOW IT CAN BENEFIT YOUR OFFICE**  
PRESENTED BY THE AMERICAN MARKETING ASSOCIATION



**MAY 13 A WOMAN'S CONFERENCE -LIFE IN THE NEW MILLENNIUM**  
PRESENTED BY ST. CHARLES COMMUNITY COLLEGE

**JUNE 10 I REMEMBER THAT - SECRETS TO A SHARPER MEMORY**  
PRESENTED BY ST. CHARLES COMMUNITY COLLEGE

**SEPT. 9 THE ADMINISTRATIVE ASSISTANT CONFERENCE**  
PRESENTED BY ST. CHARLES COMMUNITY COLLEGE

**OCT. 14 KNOCK 'EM DEAD-KILLER PRESENTATION & SMALL TALK SKILLS**  
PRESENTED BY ST. CHARLES COMMUNITY COLLEGE



**NOV. 4 PIZZAZZ YOUR AUDIENCE -POWERPOINT PRESENTATION TIPS**  
PRESENTED BY THE AMERICAN MARKETING ASSOCIATION

**DEC. 9 "IT'S ALL ABOUT ME" - LEARN TO BENEFIT FROM YOUR PERSONALITY STYLE**  
PRESENTED BY ST. CHARLES COMMUNITY COLLEGE

ALL 2010 ALLIANCE SEMINARS WILL BE HELD AT OLD HICKORY GOLF CLUB. DOORS OPEN AT 8:30 AND INSTRUCTION IS FROM 9 A.M. TO 12 NOON. PRE-REGISTRATION IS REQUIRED. ALLIANCE MEMBERS MAY ATTEND FOR FREE. NON-MEMBER ADMISSION IS \$125. SPECIAL ADMISSION TO AMA SEMINARS FOR AMA MEMBERS. TO REGISTER, VISIT [WWW.EDCALLIANCE.COM](http://WWW.EDCALLIANCE.COM) OR CALL 636.441.6880 EXT. 221.

**JULY 8 MEDIA PANEL-HOW TO GET MEDIA ATTENTION FOR YOUR BUSINESS**  
PRESENTED BY THE AMERICAN MARKETING ASSOCIATION

**AUG. 12 READ OTHERS LIKE A BOOK-THE PSYCHOLOGY OF BODY LANGUAGE**  
PRESENTED BY ST. CHARLES COMMUNITY COLLEGE





Economic Development  
**ALLIANCE**

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## 2010 SEMINAR COURSE DESCRIPTIONS

**ALL 2010 ALLIANCE SEMINARS WILL BE HELD AT OLD HICKORY GOLF CLUB FROM 9 A.M. TO 12 NOON.**

### **JAN. 14 "BUFF AND POLISH - HOW TO PORTRAY A PROFESSIONAL IMAGE"**

**PRESENTED BY ST. CHARLES COMMUNITY COLLEGE - ERIN COX**

Learn the 5 steps to professional presence, contemporary business etiquette and how to make a strong first impression to gain a professional edge. In this highly-competitive workforce it is essential to know how to stand out from the rest by communicating with confidence and professionalism.

### **FEB. 11 "MOTIVATE YOUR EMPLOYEES TO GET UP & LOVE THEIR WORK"**

**PRESENTED BY MISSOURI TRAINING INSTITUTE - DEWEY THOMPSON**

What motivates you and your employees? Many employers believe that money is the most effective motivator. The problem is that this method gets expensive and doesn't work as well as positive, non-monetary motivators. This session will help you identify proven strategies to motivate your employees. You will learn what motivation really is and how you can create motivational systems that increase productivity and morale. Additionally we will explore organizational practices and behaviors that de-motivate employees and what you can do to counteract them.

### **MAR. 11 "WRITE IT RIGHT - BUSINESS WRITING TECHNIQUES"**

**PRESENTED BY ST. CHARLES COMMUNITY COLLEGE - ERIN COX**

Writing is a part of our everyday life. From proposals to email, your writing style is a reflection of you. Learn the three steps to professional business writing, how to overcome writers block, the correct format for memos and letters, as well as, email etiquette and grammar rules.

### **APR. 8 "SOCIAL MEDIA BOOT CAMP - HOW IT CAN BENEFIT YOUR OFFICE"**

**PRESENTED BY THE AMERICAN MARKETING ASSOCIATION - TBA**

Twitter, Facebook, YouTube, Flickr, LinkedIn ... they're all the rage. If you've been on any of these sites, you know how powerful they can be in connecting people, sharing information, and getting the word out about what's happening. Today, social networking is about more than reconnecting with old friends. Companies are actively using this new media to grow their businesses. Don't be left behind! Join us and learn how you can put social media to work for your business. You'll get the basic information to get started and learn success stories, best practices, and what not to do on social media.

### **MAY 13 "A WOMAN'S CONFERENCE - LIFE IN THE NEW MILLENNIUM"**

**PRESENTED BY ST. CHARLES COMMUNITY COLLEGE - ERIN COX**

Women are a very unique group of people and, sometimes, they forget just how extraordinary they are. In this conference you will learn how to control your emotions, change your inner dialogue, communicate with the other gender and portray confidence.

**JUNE 10 "I REMEMBER THAT –SECRETS TO A SHARPER MEMORY"**

**PRESENTED BY ST. CHARLES COMMUNITY COLLEGE – ERIN COX**

Our brains are amazing tools and, just like any other muscle, it has to be exercised. In this program, you will learn how to boost your brain power and create an incredible memory. Everything from names and faces to phone numbers to your grocery list. Never forget anything again!

**JULY 8 "MEDIA PANEL - HOW TO GET MEDIA ATTENTION FOR YOUR BUSINESS"**

**PRESENTED BY THE AMERICAN MARKETING ASSOCIATION - TBA**

It's been said that media coverage can be ten times more effective than traditional advertising. After all, when a news outlet takes an interest in what your company has to say and writes or broadcasts a favorable story, they're getting objective, third-party information. This can translate to increased awareness, positive reputation, and more fans for your business. But how can you get the attention of the media? What is the right way to approach them? Hear the answers to these questions, and more, directly from the experts – the editors and reporters themselves. You'll learn what makes a story interesting, and what to pitch to pique their interest.

**AUG. 12 "READ OTHERS LIKE A BOOK - THE PSYCHOLOGY OF BODY LANGUAGE"**

**PRESENTED BY ST. CHARLES COMMUNITY COLLEGE – ERIN COX**

Do you ever wonder if people are really being honest with you? Have you ever made a wrong impression or made a bad hiring decision? Body language is 55% of your total communication image. Learn how to read your clients, bosses and co-workers by using the same skills that FBI interrogators do!

**SEPT. 9 "THE ADMINISTRATIVE ASSISTANT CONFERENCE"**

**PRESENTED BY ST. CHARLES COMMUNITY COLLEGE – ERIN COX**

Administrative assistants have a lot on their plates. After this session you will be able to impress your boss by being more organized, efficient and productive. In this class you will learn how to multi-task, prioritize your work and keep your cool – all at the same time!

**OCT. 14 "KNOCK 'EM DEAD - KILLER PRESENTATION & SMALL TALK SKILLS"**

**PRESENTED BY ST. CHARLES COMMUNITY COLLEGE – ERIN COX**

Learn how to talk to anyone by engaging in the art of small talk. Start a conversation, keep it going and become a successful networker. Then, learn how these skills can also help you improve while speaking to large groups.

**NOV. 4 "PIZZAZZ YOUR AUDIENCE -POWERPOINT PRESENTATION TIPS "**

**PRESENTED BY THE AMERICAN MARKETING ASSOCIATION - TBA**

We've all been there – a crowded meeting room, low lights, and a presentation that has absolutely no spunk. You're thinking: "at least it's not me up there!" But sometime down the road you know it's going to be you up there. Prepare now and find out the simple tips for making your presentations shine. From the graphical presentation to the inclusion of video and audio files, you'll learn the do's and don'ts for making your audience remember your presentation – in a good way!

**DEC. 9 ""IT'S ALL ABOUT ME' - LEARN TO BENEFIT FROM YOUR PERSONALITY STYLE"**

**PRESENTED BY ST. CHARLES COMMUNITY COLLEGE – ERIN COX**

Learn the 4 different personality styles and the strengths and weaknesses of each. After this class, you will be able to make better hiring decisions, create stronger teams, and communicate with difficult people. You will also learn, based on your personality, where you can make the most impact in your company.