



The Greater Bloomington Chamber of Commerce

FOR IMMEDIATE RELEASE:

Greater Bloomington Chamber to Host SMART Business Summit in February 2020

Bloomington, IN – January 16, 2020 – The Greater Bloomington Chamber of Commerce will host the SMART Business Summit on Monday, February 10, 2020.

The all-day summit, to be held at the Monroe Convention Center in downtown Bloomington, IN, will offer small business owners from across Indiana the opportunity to learn how to make SMART business decisions using Strategy, Marketing, Analysis, Research, and Technology.

“In 2019, the Chamber hosted the Retail Summit which focused on brick and mortar businesses,” said Erin Predmore, president and CEO of The Greater Bloomington Chamber of Commerce. “As we head into 2020, we are broadening the scope of this summit to include all small business owners. We are excited to share data, information and training with attendees on how to use Strategy, Marketing, Analysis, Research, and Technology to reach their goals, grow their business, and increase profitability.”

The SMART Business Summit will feature Erin Bemis from Grow with Google as the hands-on afternoon keynote, “Using Google Analytics Data to Grow Your Business.” Bemis will also be leading two breakout sessions throughout the day where she will discuss how you can utilize Google’s other features such as Search and Maps. Throughout her career, Erin has worked with nonprofits, small business, and large corporations alike. She was even the President & CEO of her local Chamber of Commerce, which received consecutive titles as Michigan Chamber of Commerce of the Year under her leadership. After attending one of her sessions, she assures that you will leave with simple tips to immediately improve your marketing plan.

Also scheduled to speak is Rick Weinheimer from Every Day Excellence LLC. Rick will be the morning keynote speaker for this year’s summit. For thirty-nine years, Rick taught middle school and high school English and coached cross country and track. He is a nationally recognized coach of multiple state championship teams and was inducted into the Indiana Track and Cross Country Hall of Fame in 2004. Now, Rick is on a mission to help people make their lives better by cutting through the noise, busyness, and negativity of the world, focusing on what is most meaningful, and developing the attitudes, skills, and strategies to pursue excellence in all areas, professionally and personally.

Breakout sessions will target Strategy, Marketing, Analysis, Research, and Technology. Topics will range from creating a solid business plan and hiring new employees to utilizing social media and Google Analytics.

Registration is open, and the Greater Bloomington Chamber of Commerce is offering discounted registration to any business who belongs to a chamber of commerce in their community. Registration includes the full day of programming, as well as breakfast, lunch and an afternoon reception.

Registration and additional details may be found at ChamberBloomington.org/smart-business-summit.

About the Greater Bloomington Chamber of Commerce:

The Greater Bloomington Chamber of Commerce is a nonprofit membership organization serving as our community's leading advocate for business. We offer unique leadership opportunities, meaningful volunteer activities, and exclusive business-building programs focused on critical economic, civic, and social priorities. Chamber members support each other and community initiatives, sharing information and resources to help create economic opportunity and community well-being. At the Greater Bloomington Chamber of Commerce, we believe that better business leads to a better community.

Contact:

Rachel Levy

Marketing & Communications Coordinator

812-336-6381

rlevy@chamberbloomington.org

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