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Eastern Kentucky Small Business Owners Get Social Media Training at SMARTS 2.0

CAMPTON, KY – Six Eastern residents received certificates of completion from SKED’s SMARTS 2.0 class held in Campton earlier this Fall.

SMARTS 2.0 is Southeast Kentucky Economic Development Corporation (SKED’s) newest small business training program. Classes took place at the Land of the Arches Campground in Campton. Kentucky Innovation Network was a co-sponsor for this class.

The three-hour, four-session course is concentrated on utilization of the internet to increase a greater customer base and make online marketing easier and more successful. The program is focused on existing and startup businesses. Topics covered include: getting found online, utilizing Google and social media for advertising, building a website and building an online brand.

Jerlene Rose, with Parkway Publications, LLC, said the course helped her get her feet wet in the social media realm.

“Being fairly new to Internet marketing, the class topics were just what I needed at this stage,” she said following graduation.

Lota.Rocks Manager Janice Odom said she felt engaged and empowered in the class.

“I thought the facilitation and teaching of the class was great,” Odom said. “Teaching to groups with different levels of knowledge is difficult, but Amanda made it look easy.”

Other graduates include: Jessa Turner, with HomeGrown HideAways; David Terrill, with Land of the Arches; Ginny Grulke, with Appalachian Horse Project; and Laura Woods, with Indian Motorcycle of Lexington.

Southeast Kentucky Economic Development



A Regional Growth Corporation

SKED Small Business Training Specialist Amanda Kelly led the classes. Kelly, who also teaches *SKED's Entrepreneurial SMARTS small business training program* and leads LINK Southeast Kentucky, developed SMARTS 2.0 as a way to give SKED's Entrepreneurial SMARTS graduates a follow-up course, if you will, to the small business training class.

She describes the Campton class as a great networking opportunity for the graduates.

“The Red River Gorge class was very diverse,” she said. We had a few local businesses, a non-profit and a large Lexington based business. This diversity allows each student to learn from others who have a completely different point of view. While the topics we cover in class are important and valuable, I feel the networking opportunities are priceless.”

Future SMARTS 2.0 courses are currently being planned to cater to local small business owners' needs. For more information about 2.0, contact Amanda Kelly at akelly@centertech.com. For more information about SKED, visit: www.southeastkentucky.com.

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Formed 31 years ago by Fifth District Congressman Hal Rogers to create jobs in Southeast Kentucky, the economic development organization, based in Somerset, serves a 45-county region in Kentucky. Staff works with business owners, small and large, throughout its service area to identify financing solutions to fund their location, expansion and working capital needs.



The six Red River Gorge SMARTS 2.0 graduates are pictured from left:
Janice Odom, Jerelene Rose, Jessa Turner, David Terrill, Ginny Grulke and Laura Woods.