

# 4 Hot Tuesdays coming in July

July will sizzle when the Chamber offers FREE to its members "4 Hot Tuesdays After the 4th," a series of roundtable discussions on interesting and relevant topics in July that are sure to get participants fired up about business.

"These July roundtables are red hot – come enjoy the facilitators opening, then chime in the group discussion. You may wind up learning and teaching," said Chamber President J. David Jameson.

Catherine Carroll, director of International Marketing for True South Commu-



Carroll

nities will kick off the series with **Social Media – Positive Blogging** on July 7. She will provide a 10-minute overview of social networking mechanisms, such as Facebook, MySpace, and LinkedIn that open up a whole new world for doing business.

Carroll will also address the positive aspects of blogging. A roundtable discussion will follow her brief presentation with an exchange of success stories and time wasting experiences others have encountered as they take advantage of social networking.

The second Tuesday, July 14, will feature noted local historian extraordi-

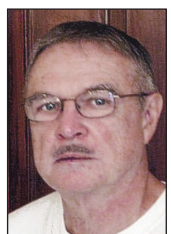
**"4 Hot Tuesdays after the 4th"**

<p><b>Roundtable Discussions FREE to Chamber Members</b></p> <p><b>July 7</b> Social Media – Positive Blogging Presenter: Catherine Carroll Director of International Marketing True South Communities</p> <p><b>July 14</b> 5 Highlights of Aiken's History that will Dazzle Your Customers</p>	<p>Presenter: Owen Clary Noted local historian extraordinaire</p> <p><b>July 21</b> Creating and Implementing Financial Plans Presenter: John Travis Financial Coach Richard Young Associates, Ltd.</p> <p><b>July 28</b> Handling Objections Presenter: Peter Stein President PS Consulting</p>
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*All sessions will be held from 8 to 9 a.m. at the Greater Aiken Chamber of Commerce.*

*Contact Heath Taylor at 649-1200, ext. 223, or email htaylor@aikenchamber.net. Seating is limited.*

naire Owen Clary, who will briefly share **5 highlights of Aiken's history that will dazzle your customers.** During the roundtable discussion, participants will have the opportunity to share what they know



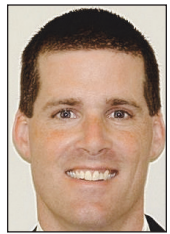
Clary

about the area's history. This hot Tuesday is definitely for anyone in business who seeks purchasers of goods and services, because the more you know about Aiken's history, the more you can share with visitors and potential

customers. If you're a realtor or in a business that has front line personnel – hotels/motels, restaurants, retail, etc. – you won't want to miss this session.

John Travis, financial coach with Richard Young Associates, Ltd., will lead the roundtable discussion on Finance and Budgeting on July 21.

Travis will share his knowledge on **creating and implementing financial plans**, as well as



Travis

on budgeting (to include irregular income), insurance coverage, and other planning topics for business and personal use.

His comments should open the door for interesting financial discussions, especially in today's economy.

**How one handles objections in the business world** may well determine the success of a business. The last session of "4 Hot Tuesdays after the 4th" on July 28 will surely engage anyone in business today.

Peter Stein, president of PS Consulting, will share his 30 years of sales experi-



Stein

ence – and his experiences with countless objections. As Stein says, "objections really are messages between the seller and their prospect. Having the ability to recognize and translate them will always shorten the sell cycle or minimize the time spent with a non-buyer."

All "4 Hot Tuesdays after the 4th" sessions will be held from 8 to 9 a.m. at the Greater Aiken Chamber of Commerce. Plan now to attend all or some of the sessions.

Contact Heath Taylor at 803-649-1200, ext. 223, or email him at htaylor@aikenchamber.net. Seating is limited.

# Take me out to the ballgame

It's summer and time for family fun and the great American sport of baseball.

The Aiken Chamber Young Professionals are busy practicing batting, throwing and pitching as they

prepare to face the Young Professionals of Augusta in a friendly game of softball.

The event will be held July 11 at Lake Olmstead Stadium in Augusta. The first pitch will be thrown out at 6:05 PM.

"We're really excited about this opportunity to get together with Augusta's young professionals," said Josh Stewart, Stewart Builders, chair of the Aiken Chamber's Young Professionals.

"We've had fun planning for the game and bantering back and forth with our counterparts. We think it's important for all of us to get to know each other and also contribute to our communities," he said.

A portion of the proceeds of the game will go to benefit Helping Hands in Aiken and the Ray and Joan Kroc Corps Community Centers in Augusta. "We want everyone to

come out and support their team and join us in an evening of fun. Bring the whole family," Stewart said.

Monkey Joe's will be at the ball field with inflatable rides for the children.

The cost per person is \$10; kids 12 and under are free.

To purchase tickets for the Aiken Young Professionals vs. the Young Professionals of Augusta charity softball game, please contact Amanda Taylor at 803-641-1111 or ataylor@aikenchamber.net.

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**Greater Aiken Chamber of Commerce**

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[www.aikenchamber.net](http://www.aikenchamber.net)

## UP&COMING

### IN JULY

- June 25th **Business After Hours**  
Sponsored by: Cumberland Village  
5:00 to 7:00 p.m.
- July 3rd **NO First Friday Means Business**  
(Chamber closed for Fourth of July Holiday)
- July 3rd **Roundtable Discussion (Free to members)**  
Presenter: Catherine Carroll, True South Communities  
Topic: Social Media – Positive Blogging  
Place: Aiken Chamber of Commerce  
Time: 8:00 a.m. to 9:00 a.m.
- July 7th **Aiken Chamber Young Professionals vs. Augusta Young Professionals Softball Game**  
Location: Lake Olmstead Stadium  
Game time: 6:00 p.m.  
Contact Amanda Taylor at 641-1111 or ataylor@aikenchamber.net
- July 11th **Roundtable Discussion (Free to members)**  
Presenter: Owen Clary, noted local historian  
Topic: 5 Highlights of Aiken's History that will Dazzle Your Customers  
Place: Aiken Chamber of Commerce  
Time: 8:00 a.m. to 9:00 a.m.
- July 14th **Aiken Chamber Young Professionals Gathering at GreenJackets game**  
Location: Lake Olmstead Stadium  
Game Time: 7:05  
Contact Amanda Taylor at 641-1111 or ataylor@aikenchamber.net
- July 16th **Roundtable Discussion (Free to members)**  
Presenter: John Travis, Richard Young Associates, Ltd.  
Topic: Creating and Implementing Financial Plans  
Place: Aiken Chamber of Commerce  
Time: 8:00 a.m. to 9:00 a.m.
- July 21st **Business After Hours**  
Sponsored by: Carriage House Inn  
5:00 to 7:00 p.m.
- July 23rd **Roundtable Discussion (Free to members)**  
Presenter: Peter Stein, PS Consulting  
Topic: Handling Objections  
Place: Aiken Chamber of Commerce  
Time: 8:00 a.m. to 9:00 a.m.
- July 28th **Business After Hours**  
Sponsored by: Carriage House Inn  
5:00 to 7:00 p.m.

For details on these and other Greater Aiken Chamber of Commerce events, visit [www.aikenchamber.net](http://www.aikenchamber.net).

**July 11th @ 6pm**  
**Lake Olmstead Stadium**  
**Aiken YP vs YP of Augusta**

Helping Hands, Inc. RAY AND JOAN KROC CORPS COMMUNITY CENTERS AUGUSTA

**KIDS UNDER 12 FREE!!**

**Ticket also valid for admission to July 16th "Thirsty Thursday" GreenJackets game!**

**AIKEN** Amanda Taylor @ 803-641-1111 <http://www.aiken-yp.com>  
**AUGUSTA** Sean Frantom @ 706-825-0898 <http://www.ypaugusta.com>

**Business After Hours**

Sponsored By:

**THE CARRIAGE HOUSE INN**

Date: Thursday, July 23rd, 2009  
Time: 5:00 to 7:00 p.m.  
Location: The Carriage House Inn, 139 Laurens Street, NW  
Downtown Aiken

Join us for a night of celebration and power networking. Be sure to bring plenty of business cards.

Open to Chamber Members and invited guests. Please R.S.V.P. to (803) 649-1200 x 300 by July 20th.