

# EDUCATIONAL SEMINARS



**Greater Marathon Chamber of Commerce & Visitor Center**  
12222 Overseas Highway,  
Marathon FL 33050  
P. 305.743.5417 | F. 305.289.0183  
FloridaKeysMarathon.com

## LOCATION OF SEMINARS

Hyatt Place Conference Center  
1996 Overseas Hwy, Marathon, FL 33050

## 3 SEPARATE SEMINARS

From 8:30am – 11:30am.

EACH SEMINAR INCLUDES  
BEVERAGES AND ASSORTED PASTRIES

## COSTS

- + Marathon Chamber Members: \$50.00/person/class,  
or all three classes for \$125.00/person
- + Non-Members: \$75.00/person/class,  
or all three classes for \$185.00/person

## CONTACT:

Erika Goodman

For more info and to sign up:  
Erika@FloridaKeysMarathon.com  
P. 305.743.5417

## SEMINAR #1

### **Effective Social Media Marketing for your Business: Monday, July 10th**

Social media presents the opportunity to earn customer trust, showcase your expertise and meet potential customers. Learn steps how to create a social media strategy for your business.



**Julie Botteri** is a public relations professional with NewmanPR, the media relations agency of record for the Florida Keys Tourist Development Council. Botteri is account representative for the Middle and Upper Keys, web editor for the TDC's official site, [fla-keys.com](http://fla-keys.com) and content producer for Florida Keys & Key West social media channels.

## SEMINAR #2

### **Cyber Security for Small Business: Monday, August 14th**

This class will provide small business owners tools to protect company and customer data and assets. Using these tools, businesses can avoid being victims to ransom terrorists.



**Steve Prettyman** has over 20 years experience in the IT industry and as a college professor. Over the years, he has taught classes in programming, mobile app development, web design and cyber security. Steve is also an author of two PHP programming textbooks and a third is in development. After 40+ years in Atlanta, he returned to South Florida in 2016 accepting the role as Computer Science Chair at FKCC.

## SEMINAR #3

### **Cash flow management and effective use of financial reports for your business: Monday, Sept. 11th**

Learn how to construct, read, and effectively use financial reports to help your business survive & thrive.



**Dr. Jemal Alston** has been working in higher education since 2009. Before that he worked in many industries before finding a passion for higher education, including management consulting, collections, finance, staffing, and retail. Currently he is the Chairperson of Business Programs at FKCC.