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Business Innovation Group (BIG) News

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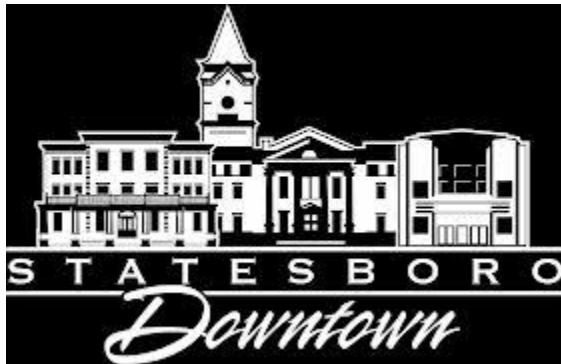
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Georgia Southern students work to “Break the Chain”

February 25, 2013



Guest Article by Rachel Paule:

Georgia Southern University students from Dr. Pittaway’s Applied Small Business Management Class aim to bring student life to downtown Statesboro. A group of ten students have created free loyalty cards for fellow eagles to have stamped when they eat downtown. The class hopes to hand out at least 1,000 cards and receive 200 completed cards at the end of the project.

Students can periodically submit their cards via social media for various gift card drawings. At the end of the semester, all completed cards can be submitted at participating restaurants and other designated drop boxes to be entered into a drawing for an iPad.

The project is supervised and supported by the Downtown Statesboro Development Authority (DSDA). The DSDA and Dr. Pittaway’s students hope that by enticing students downtown to try several of the restaurants, chain restaurants will not run out the unique and local spots that help define Statesboro and its charm. This project is a fantastic opportunity for students to discover their new home and try the restaurants they won’t find anywhere else. Four of the fourteen participating restaurants also offer a one-time 10% discount when students present their cards.



In addition to getting your card stamped at participating downtown restaurants, attending a First Friday event counts for a stamp as well. First Friday’s are events held downtown on the first Friday of each month with various themes to promote a sense of community and allow Statesboro residents to learn and enjoy themselves. Go to <http://statesborodowntown.org/first-friday/> to learn more about the First Friday program.

You can find the group on facebook at “BREAK the CHAIN- Downtown Statesboro” and follow them on twitter at @Break_the_Chain. To get your own Break the Chain loyalty card, look to the group’s social media feeds for the locations they will be giving cards away at each week. The first drawing is March 1st and anyone with three stamps on their loyalty card is eligible to enter.

Newest Lunch-N-Learn event coming soon

February 25, 2013

Using Facebook and LinkedIn to Effectively Reach Customers

Presented by:

Kyle Hensel, Area Director

University of Georgia Small Business Development Center at Savannah

Thursday March 21, 2013, 11:30am-1:00pm

Georgia Tech Savannah Campus, PARB Building, Rm #255

LUNCH PROVIDED

About the Presentation:

In today's media age, it is more important than ever to reach customers in the way that they want to be marketed to. Facebook and LinkedIn are two of the preferred methods of communication for consumers and professionals. Come to this session to learn how to set your marketing apart and be seen using these two social networks. Tips will be given on how to improve the information on your profiles so they will be seen by more potential customers.

About the Speaker:

Kyle Hensel is the Area Director of the University of Georgia Small Business Development Center at Savannah which is a part of the Georgia SBDC Network. He received his BBA in Marketing as well as his MBA from Georgia Southern University.

Prior to joining the SBDC, Kyle Hensel held various management positions within the retail industry including Wal-Mart and several other large and small retailers. He also was an instructor at Georgia Southern University where he taught courses in the areas of marketing, retailing, and management. He also has consulted with many for profit and not for profit companies and associations. While with the SBDC, he created the popular small business series Maximum Marketing which teaches small business owners how to be innovative, and was the co-creator of Maximum Contact which shows business owners how to use technology to drive their sales.

In 2009 Kyle was named the University of Georgia SBDC "Consultant of the Year." In 2010, the Association of Small Business development Centers (ASBDC) named him the State Star of Georgia. In 2011, He earned the status of Google Certified Small Business Trainer. His interests are in the areas of marketing, advertising, market research, digital media and logistics.

To attend, please sign up at <http://lnlmar21.eventbrite.com> by Tuesday, March 19, 2013