

Encouraging Business

Calvert County, Maryland

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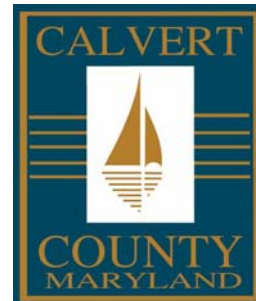
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Quick Links

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- Small Business Development Center (SBDC)
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Welcome

Welcome to Encouraging Business, a quarterly electronic news bulletin developed by the Calvert County Department of Economic Development. As the Department of Economic Development learns of information that might be useful to the business community, we will use this bulletin as a vehicle to forward information to you. We hope that you find these bulletins useful. Please e-mail us at info@ecalvert.com to let us know what is on your mind and how we might assist you and your business enterprise.



● 5 Tips on Employee Performance Reviews

- Concentrate on what you and the employee can achieve together in the future. Don't use performance reviews just as a means of telling workers everything they're doing wrong.
- Strive for consistency and fairness. Apply performance criteria to all employees, not just a few.
- Encourage employees to evaluate themselves and to discuss their own strengths. Your view of an employee and the employee's view of himself should match fairly well. Otherwise, it's a warning signal.
- Be honest about poor performance, but not brutal. Document your observations in writing.
- If you're small enough that constant communication and feedback are taking place, you may be able to avoid performance reviews all together. But don't send the message that performance isn't critical.

Brought to you by SCORE "Counselors to America's Small Business."

● Local Training Opportunities - Fall 2006

- The Corporate Center at the College of Southern Maryland is offering ***Achieving Customer Service Excellence***

Customer service, that point of direct contact with customers and potential customers, is essential to the success of any business. At many different levels of customer contact, an employee can create a loyal customer or lose a customer forever. All professionals deal with numerous customers on a daily basis and this interaction can impact the organization's bottom line. Develop the skills required for face-to-face meetings, written communications and phone contacts; and, learn how to clarify customer needs, respond appropriately and deal with difficult customers and learn what to do in difficult situations. **Tuesday, October 24, 8 a.m. - 3:30 p.m., The CSM Prince Frederick Campus.** For more information, contact April Hughes at corporatecenter@csmd.edu or 301-934-2251, ext. 7593

- **Keep it Simple Computer Training** located in Prince Frederick now offers its Fall schedule of classes on-line. To view

the on-line schedule visit www.keepitsimple.net. Some of the offerings this season include Photoshop, Access, Quickbooks, PC Basics and "Sell it on e-Bay."

- **Did you know?**



- **The Southern Maryland Child Care Resource Center (SMCCRC)** is a private non-profit agency that works with parents, child care providers, businesses and community organizations to promote the availability of quality child care in Calvert, Charles and St. Mary's Counties. For more information visit, www.smccrc.org.
- **The Southern Maryland Small Business Development Center** can provide one-on-one confidential counseling not just for small start-ups but also for larger existing companies on topics such as expansion, strategic planning and financing. For more information, visit www.sbdchelp.com or 301-934-7583.
- **Maryland Business Works** is a workforce training grant program through the Maryland Department of Labor, Licensing and Regulation designed to assist Maryland businesses by providing financial assistance for training existing workers. Employers receive a 50% reimbursement of training costs for approved projects. For more information on this program, contact the Calvert County Department of Economic Development at 410-535-4583.

- **Captain John Smith Reenactment Voyage-An Event 400 Years in the Making**



In June 1608, an ambitious explorer named Captain John Smith, along with 14 English colonists, embarked on an adventure that would become the first comprehensive expedition of the Chesapeake Bay region. This voyage led Smith to create a remarkably accurate map of the area, which was used extensively by explorers until the end of the 17th century.

To celebrate the 400th anniversary of this epic voyage, a crew of modern-day explorers, naturalists, educators and historians will journey to more than 30 spots along the Bay. The 14-member team will travel to each port by oar and sail only, just the way Smith did 400 years ago.

Two of Calvert County's most popular tourist attractions are included on the reenactment voyage, which will bring a reproduction of Smith's "Discovery Barge" to both the Calvert Marine Museum (CMM) and Jefferson Patterson Park & Museum (JPPM).

Currently set to visit CMM June 9-10, 2007, guests visiting the museum this summer enjoyed a sneak-peek of Smith's shallop.

Visitors to JPPM will greet the shallop on August 5, 2007. The vessel and crewmembers will participate in the annual American Indian Heritage Day event. Several festivities are planned including dance performances, arts and crafts, pottery, music, demonstrations and a commemoration of the first encounter between the region's Native Americans and Smith.

The kick-off for the reenactment voyage will begin on May 12, 2007, from the archaeological site of the original Jamestown Fort. Several special events are planned including music, cultural activities, pageantry and a special appearance by President George W. Bush.

For more information on the Captain John Smith 400 Project, please visit the official web site at www.johnsmith400.org.

The DED continues to provide a number of services and resources to support the growth and development of County businesses. Free business services include online commercial real estate listings, confidential in-house counseling, online employment classifieds, marketing assistance, an ombudsman program and training and educational seminars. The County offers an Incentive Loan Fund and Economic Development Loan Fund for well-qualified businesses and produces a number of publications including quarterly business newsletters, an annual Calendar of Events and Visitors Guide and the annual State of the Economy. Additionally, the County's business retention program was enhanced in 2005 with the addition of a dedicated staff person to counsel and serve as an intermediary to local business owners in helping them to grow and succeed.

For information on the Calvert County, Maryland Department of Economic Development and services available to assist County businesses, call 410.535.4583, 800.331.9771 or 301.855.1880; send an e-mail to info@ecalvert.com or visit our

Web site www.ecalvert.com

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