



2021 EDUCATIONAL OFFERINGS

# CHAMBER SKILLS SERIES

Brought to Chamber  
Members and their  
employees free of  
charge, courtesy of:



*A member of Minnesota State*

**January 27**

**Get Engaged With Virtual Tools**

Elissa Hansen | The Northspan Group, Inc.

**February 24**

**Break Even Calculation and Determining  
Correct Product Sales Markup**

Curt Walczak | Northeast Minnesota Small  
Business Development Center

**March 31**

**Email Marketing in a Nutshell**

Aaron Abramson | Pro Sound & Light Show

**April 28**

**Writing a Compelling Press Release:  
How to Get Your Story Covered**

Nicole Karnowski | Metamorphosis CCT LLC

**(Monday) May 24**

**Professional Fluency**

Kelli Hallsten Erickson | Lake Superior College

**June 30**

**Crafting a Brand Identity**

Mike Smisek | Šek Design Studio

**August 25**

**Tricks to Driving Clicks: How to Move Up  
in Google Search**

Mary Niemeyer | Townsquare Media

**September 29**

**How to Tell a Scary Story**

Kelly Florence and Meg Hafdahl  
Lake Superior College

**October 27**

**On the Front Lines of Customer Service**

Ted Schick | Schick Corporate Learning

**November 24**

**Attracting Our Community's Future  
Workforce Through Marketing and  
Business Partnerships**

Daniel Fanning and Leah Kohlts  
Lake Superior College

**December 15**

**Social Media Growth and  
Engagement Hacks**

Jane Pederson Jandl | Glensheen

## CHAMBER SKILLS SERIES

Select Wednesdays

Free for Chamber Members | \$25 Non-Members

Find Event Details and RSVP  
[www.DuluthChamber.com](http://www.DuluthChamber.com)

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