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### **Georgia Southern hosts new Lunch & Learn in Lincolnton**

Georgia's Enterprise Network for Innovation and Entrepreneurship (GENIE) is hosting its first Lunch and Learn class in Lincolnton at noon on September 30<sup>th</sup>. Georgia Southern's GENIE advisors have partnered with the Lincoln County Chamber of Commerce and Development Authority to provide lunch and this free class. The topic for this first GENIE lunch and learn is Customer Service.

The presentation is designed to help business owners understand the importance of delivering great customer service. Presenters will focus on three segments: customer service training, maintaining a positive online presence, and customer relationship management. Attendees will leave the class with practical strategies they can implement to strengthen relationships with customers.

This program will be led by GENIE Business Advisor, Suzanne Hallman and Georgia Southern Graduate Student, Lee Guentert. GENIE is a web-based virtual business incubator focused on assisting entrepreneurs and small business owners in economically challenged counties in Georgia. These services include, but are not limited to, classes, training programs, market research, advisement, and networking opportunities with potential investors.

"GENIE is a wonderful economic development initiative. We assist business owners with services specific to their needs to help ensure success and profitability, adding jobs and revenue into local economies," states Mrs. Hallman. "The best part is, it's FREE for these rural business owners. I'm excited to bridge the connection between Georgia Southern and our rural areas."

Entrepreneurs interested in applying can do so online at [www.bbred-genie.org](http://www.bbred-genie.org). Please join us for lunch at noon on September 30<sup>th</sup> at the Lincolnton Clubhouse.

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Georgia's Enterprise Network for Innovation and Entrepreneurship (GENIE) is a web-based virtual business incubator focused on assisting entrepreneurs and small business owners in economically challenged counties in Georgia. GENIE's goal is to help create and retain jobs in Georgia by harnessing the power of entrepreneurship. GENIE is a grant secured through the Community Adjustment and Investment Program (CAIP) which helps the private sector to create new jobs and preserve existing jobs that are at risk of being lost in communities that suffered job losses directly or indirectly attributed to the North American Free Trade Agreement (NAFTA). GENIE participation is open to any interested parties in Georgia with efforts focused in Jeff Davis, Jefferson, Lincoln, Telfair, and Wilkes counties.

Georgia Southern University, a Carnegie Doctoral/Research University founded in 1906, offers 125 degree programs serving more than 20,000 students. Through eight colleges, the University offers bachelor's, master's and doctoral degree programs built on more than a century of academic achievement. Georgia Southern is recognized for its student-centered approach to education. Visit: [www.georgiasouthern.edu](http://www.georgiasouthern.edu).