

Encouraging Business

Calvert County, Maryland

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In This Issue

- 60-Second Guide to Organizing Your Business
- Mark your Calendar
- Did you know?
- "Focus on Calvert" Photo Contest
- Hot Off the Press: Calvert County's 2007 Visitor Guide and Calendar of Events

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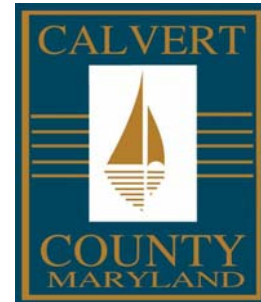
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Quick Links

- Calvert County Department of Economic Development (CCDED)
- More House for Less - House Keys for Employees
- Maryland Department of Business and Economic Development (DBED)
- Small Business Development Center (SBDC)
- Calvert Tourism Information
- Patuxent Business Park

Welcome

Welcome to Encouraging Business, a quarterly electronic news bulletin developed by the Calvert County Department of Economic Development. As the Department 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.



● 60-Second Guide to Organizing Your Business

When you organize your business and eliminate the clutter, you will feel reenergized. You will find that you are easily motivated to get straight to work when you don't have a mess to deal with. You will save time otherwise wasted looking through piles or searching for a missing document on your computer. Begin by establishing a plan. Prioritize your list, set a date with yourself and identify your motivation.

In just 60 seconds, you will learn how to organize your business.

0:60 Create a Clutter-free Desktop

Throw away items you don't use, like pens that don't write, old computer disks, and scrap paper. Keep only the supplies you regularly use on your desk. This usually includes several pens and pencils, a stapler, scissors, paperclips, a post-it pad, a note pad, a calendar and a phone message book.

Next, consolidate your office equipment by purchasing multi-function equipment, such as an all-in-one printer, scanner, copier and fax machine. Use letter trays and file sorters to avoid piles. Finally, clear out your drawers and designate a purpose for each one. If your desk has three drawers, consider creating a supply drawer, a personal drawer and an identity drawer, containing items with your company logo on them.

0:46 Generate Storage Space When None Exists

If you have faced the problem of not having enough storage space, you know that everything can become a cluttered, disorganized mess. Storage space can be easily added through shelving, cabinet installation, drawers, storage units, bookcases and file cabinets. Shelves are inexpensive, easy to install and can store books, files, binders, supplies or whatever you need. Cabinets are a more expensive, more permanent option and are nice, because they conceal your materials. Storage units and plastic containers are great for storing products you sell as well as for holding large supplies, like printer paper and folders.

0:38: Manage Your Mail

It's easy to let the mail pile up, but save yourself time in the long run and deal with incoming mail immediately. Sort your mail as soon as it arrives. Throw away junk mail, forward mail to the appropriate people when necessary, open and separate the rest of the mail and file it when appropriate. Categories for filed mail may include bills, mail that needs to be responded to right away, mail that is not urgent, publications, etc. If you rely heavily on e-mail communication, you should check your e-mail as often as every hour and reply immediately, if possible. Use the folders in your electronic mailbox to organize your email.

0:20: Maintain an Efficient Filing System

Files that you do not use anymore, but may need in the future are best stored in file boxes. File boxes can be stored on shelves, in a closet or at an off-site storage center to save space. Know what you can throw away and what you need to keep. Throw away outdated information. Keep legal documents such as contracts, warranties and tax documents. Organize your files by color-coding, alphabetically, or by type of file. Consider having separate drawers for different areas of business, such as clients, finances and media.

0:11 Maintain an Organized Computer

Keep your computer organized by using helpful software, clearly naming files, saving files to appropriate folders and creating shortcuts on your desktop. Shortcuts should be created for all Microsoft Office programs, the Internet, e-mail and your database. Software you should own includes an up-to-date version of Microsoft Office, virus protection software like Norton System Works, a contact management database, such as ACT!, Goldmine and Microsoft Project.

0:03 Keep Track of Time

Scheduling is crucial. Have a daily plan and stick to it. Schedule your time on a planner. This can be a desk or wall calendar, an appointment book, a handheld device or a computer program. When contacting people, leave detailed voice and e-mail messages, stating exactly what you need so the person will be prepared with the information when they call or e-mail you back.

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

• Mark your Calendar

• 5-Year Strategic Planning Meeting

Join the Calvert County Department of Economic Development on Wednesday, April 11, 2007, for a strategic planning meeting to chart the County's course for success over the next five years. This interactive day-long event will begin at 8:30 a.m., includes lunch, will be held at the Calvert County Fairgrounds and is free and open to the public (though reservations are required). Check the Department's Web site for additional details in late February, www.ecalvert.com.

• Calvert Career Center Annual Job Fair

The Calvert Career Center will be holding its annual Job Fair on Wednesday, March 28, 2007, in the mall area of its newly-renovated building. This annual event is a wonderful opportunity for employers to connect with students for part-time, summer, or internship positions. Last year nearly 1000 students met with 36 employers during the day-long event. Interested persons may call Carolyn Hobbs, Job Placement Coordinator, at 410.535.7465 or e-mail her at hobbsc@calvertnet.k12.md.us for registration information.

• 2007 Calvert County Business Appreciation Week

The 2007 Calvert County Business Appreciation Week is scheduled for May 7-11, 2007. Again this year, a variety of outreach activities and educational events are planned and will offer an excellent opportunity for County government to reach out to the business community, learn more about the challenges and issues facing our local economy and educate our citizens about the good work and economic contributions being made by local businesses. More information will be available in the coming weeks.

- **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.

- **"Focus on Calvert" Photo Contest**



The Calvert County Department of Economic Development is sponsoring a "Focus on Calvert" photo contest. The deadline for receipt of entries is April 30, 2007.

Contestants may submit their photos on any scene or activity that depicts the unique qualities and beauty of Calvert County. Examples include festivals, parks, waterways, Chesapeake Bay life, landmarks and historical icons. Prizes will be awarded to an overall Grand Prize winner and to a first place winner and two runners-up. Winning photographs will be exhibited at a special reception in

Summer 2007, featured on the Department of Economic Development Web site and may be included in a 16-month wall calendar to be produced in late 2007. To be eligible for inclusion in the wall calendar, photographs must be at least 8x10 in size and submitted in a digital format of at least 300 dpi.

The contest is open to all photography enthusiasts whether residents of Calvert County or visitors. Photos can be submitted in digital, slide or print format and all entrants must agree that the Calvert County Department of Economic Development has the right to use their submission for publication, promotional or any other related purpose without compensation or further permission.

To receive entry forms and full contest rules, please contact the Calvert County Department of Economic Development at 410.535.4583 or 800.331.9771, e-mail info@ecalvert.com or visit online at www.ecalvert.com.

- **Hot Off the Press: Calvert County's 2007 Visitor Guide and Calendar of Events**

The Calvert County Department of Economic Development is pleased to announce that the County's 2007 Visitors Guide and Calendar of Events are now available. The Visitors Guide contains information on shopping, restaurants and County visitor attractions like Battle Creek Cypress Swamp Sanctuary, Cove Point Lighthouse, Jefferson Patterson Park & Museum and our three local wineries, among many others. The Guide also features contact information and details on charter boating, marinas, boat ramps, campgrounds, golf courses, historic churches, accommodations and biking/hiking trails.

The 2007 Calendar of Events contains information for a year of celebrations, activities and special events taking place throughout the County. Additional entries are added to the online version of the Calendar of Events weekly, but the hard copy is a handy reference.

To receive free copies of the 2007 Visitors Guide or Calendar of Events, or for more information on County attractions and events, please contact the Calvert County, Maryland, Department of Economic Development at 410.535.4583 or 800.331.9771, via e-mail at info@ecalvert.com or visit our Web site at www.ecalvert.com.

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 serves as a resource for local business owners to help them 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

Calvert County Department of Economic Development

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