

# 2011 Editorial Calendar

	Feature Focus	Marketing	Management	Finance	Personal/Dev.	Workshop Event	● Special Events & ★ Signature Events
<b>Jan.</b>	Education	Strategic partnerships	Learn from mistakes	How to read P&L	Marketing yourself	Managing Cashflow	
<b>Feb.</b>	Banking/Finance	ROI	Finance disclosure	Loans/grants	Philanthropy	Social Media for Professionals	<i>Client only event.</i>
<b>March</b>	Top 50	Networking	SWOT analysis	Build from loss/recovery	Goals	Selling to Healthcare Professionals	● WIB Awards
<b>April</b>	Healthcare	New business	HR	Benefits	Exercise/nutrition	Business on the Golf Course	★ Biz Bus Tour
<b>May</b>	Leisure	Social media	Employees (staffing while you're out)	Accounts receivable	Work/life balance	Effective E-mail Practices	● Jax Chamber Expo ● Small Biz Awards
<b>June</b>	Green	e-Newsletter	Growth with green	Managing your overhead	Stress management	Open	
<b>July</b>	Commerical Real Estate	New technology	Motivate/buy-in	Expansion	Public speaking	Creating Your Successor	★ Top 50 Influencers
<b>Aug.</b>	Import/Export	Techniques	Relationships	CPA; international	Leadership	Open	
<b>Sept.</b>	Insurance	Advertising	Compensation programs	Benefits breakdown	Coaching	Preparing for a Business Sale	<i>Client only event.</i> ● Clay Co. Biz Expo
<b>Oct.</b>	Technology	Blogs/SEO	Lot with a little	Retirement	Time management	Negotiating the Sale	★ Biz Pep Rally ● Biz Hall of Fame
<b>Nov.</b>	Transportation/Logistics	Website	Sales strategy	Capital raising; Lean principles	Negotiating	Open	
<b>Dec.</b>	Legal	Do's/Don'ts	Forming a board of directors	Payroll	Workplace horror stories	Open	