



# Table Talk

Consultants Roundtable Monthly Newsletter - James Perkins, Editor  
**FEBRUARY MEETINGS: 7TH AND 21ST**

## **MEETING OF 7 FEBRUARY**

A discussion led by member Thomas Dobson will be on the topic of Marketing Consulting Services. (Lacking the publishing of this issue of Table Talk, This meeting was announced by an e-mail message sent a few days earlier.) The meeting is now history. So, here is a report: Tom introduced the meeting format as being one of going around the table, and getting input from members about what works for them. Four of the 10 members present spoke before time ran out. In summary, it can be said that referrals were the most frequently mentioned. These may come from networking and identifying who one is and his area of expertise. An individual's web site and our CR web site and white papers are considered very helpful in getting out the word. Also attending seminars and being in groups where networking can be accomplished is recommended.

This discussion will be continued at the next discussion meeting, now scheduled for 7 March. Attendees at that meeting should come prepared to speak on marketing techniques which work for them. If you are successful in marketing, the group needs to hear from you. If you are not so successful, you will hear ideas from those who are.

## **MEETING ON 21 FEBRUARY**

The speaker for this meeting will be William A. Mitchell III, President of the WJCA Group, Inc. His topic is "Tips On Helping Mom & Pop Operations." (The TT Editor notes that there is no definition of "operations." Let us hope that the reference is to business, not to Mom and Pop, the business owners!)

## **UPCOMING SPEAKERS**

Terry Miller of the C of C will update us on current state legislation.

Juan Manigault heads Workforce Development. He will speak on the state of the local work force.

## **SO THEY SAY**

Accomplishment! Take the obvious, add a cupful of knowledge, a generous pinch of imagination, a bucketful of courage and daring, stir well, and bring it to a boil!

A ship in harbor is safe; but, that is not what ships are built for.