

July 2018

The Right People on the Bus

By Pamela Watkins, HR Management

Have you ever looked at your employee team and wondered if you had the right people in the right places/positions at the right time? If so, you are not alone.



Analyzing your workforce to engage in workforce planning is a continual process used to align your business needs and priorities. However, many employers shy away from making changes in their organization. It does require some heavy lifting.

Some of the things leaders have told me include, "His job performance isn't great, but I don't have time to hire and train someone new." and "Well... she's not very nice to our customers, but she shows up every day." What if you had someone who treated your customers well AND showed up every day? Could the incumbent benefit from customer service training?

Read the full article [HERE](#) and find out questions you should be asking to align workforce with your business strategy. Contact Gibbons Business Solutions to find out more about getting the right "People on the Bus."

This Issue's Focus:

Web Design/
Hosting
SEO & Analytics
Illustration
Consulting
Project Management
Social Media
Inside Sales
Logo Design
Print Materials
Training
Video Production
Voice-over Services
Photography
Email Marketing
IT Consulting
HR and Safety

Follow Our

BLOG

Cheers to a Great Partnership With TrAils to Ales

GBS is proud to support Franklin's first brewery with design and promotional merchandise services! Starting with TrAils to Ales' main logo, we continue to provide graphics services for their locally inspired brews and are the source for their t-shirts.



Thanks to David Ballard and the TrAils Team for giving us the opportunity to work with you and for your stamp of approval.

"Gibbons Business Solutions worked with us in the early stages to develop our logo and Facebook Page. We could not have been happier with the results. Holly and her team were willing to make several revisions to our logo design to produce an image for TrAils to Ales Brewery that we are very proud of!"



Coming soon: the new TrAils to Ales website!

Customer Spotlight: Kamp Kennerdell

Tis the season...for camping, that is! GBS supports a variety of businesses and organizations in many industries but, since it's the time of year for outdoor fun, we wanted to share Kamp Kennerdell for this month's Customer Spotlight.



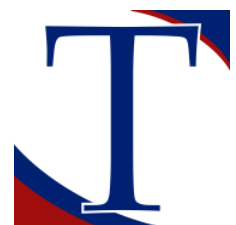
Kamp Kennerdell has 43 campsites available and spread across three areas: Cliffside, Pine Hill Run, and the Twin Chimney area. Campsites are private and rustic. On the property, you will find recreational trails for ATV riding, horseback riding, mountain biking and hiking. Beautiful Pine Hill Run flows through the camp-ground and the Allegheny River is nearby for swimming, fishing, and canoeing.

In addition to handling the camp's social media and PR/Marketing, GBS also designed and maintains the Kamp Kennerdell website. Contact us today to find out how you can update your brand and increase web presence.

Tionesta Business Park

GBS recently finished work on the Tionesta Business Park's website, Facebook page, logo, and will manage their social media.

Tionesta Business Park is a mixed-use facility. It seeks to build long-term relationships with tenants and to help them create jobs for the Tionesta community. Visit their website and Follow them on Facebook to learn more about the space.



Marketing Tip: Google Your Business

By Cindy Conner

Just Google it...we all do it. This goes for your customers as well. Google now processes over 40,000 search queries *every second* on average, according to internetlive.com. Your customers are using their phones to Google you for information, a phone number, your location, a map, hours, photos, reviews and more. But, what does your Google "My Business" information look like? Have you claimed it? If so, do you keep it up-to-date?



Google "My Business" (GMB) is often one of the most important Search Engine Optimization (SEO) tools you have and, even better yet, it is still free. However, it is often overlooked by many business owners. Now, more important than ever, the more accurate your information, the better your chances are to appear in Google's 3 pack listings, Local Finder, and organic search page listings.

Find out how to get started by reading the full article [HERE](#).

GBS Trainings

August 10 & Sept. 14—Gibbons Business Solutions presents: Social Media Group. 8:00—9:00 am [Franklin Area Chamber of Commerce](#)

See gibbons-business-solutions.com/events or [Clarion University Continuing Ed](#) for our current schedule and training topics.

GBS Cares: United Way

Throughout the years, GBS makes a point to give back locally through providing cost-free services, supporting charities through sponsorship or giving our time as volunteers.

Holly was recently asked to join the Venango County United Way board and we're happy to say she accepted! Hooray!

Oil Region Youth Training

GBS Continues to conduct youth leadership programs. Recently, we completed two trainings hosted by the Forest Area School District and Youth Alternatives.



Youth Leadership Training (YLT) - The YLT training covers community and career leadership and includes a community service project. The goal is to create a new generation of active volunteers for our organizations, and engaged workers who can work with and lead teams on the job, increasing their employability.

Youth Entrepreneur Training (YET) - The YET training introduces youth to entrepreneurship as an opportunity to earn a good living and do what they are best at while remaining in our community. The types of entrepreneurship, skills and training needed, goal setting, networking, leadership, diversity, marketing, business assistance resources available, and more are covered.

Visit OilRegionYouthEntrepreneurProgram.com. Organizations, individuals and businesses can sponsor students by contacting GBS.



Website Roundup

GBS creates and maintains webpages for businesses (and non-profit organizations) across a variety of industries. Contact us today to find out how GBS can increase your professional presence on the web.

<https://kampkennerdell.com>

Read more in our Customer Spotlight.

<https://marpaccorporation.com>

Marpac Corporation is a bulk distributor of industrial and automotive liquids.

<https://klapectrucking.com>

Located in Reno, Klapec provides a variety of logistics services.

<https://krabbykellys.com>

Krabby Kelly's is a seasonal convenience store open mid-May through Sept 31st.

<https://libertystantiques.com>

Liberty Street Antique is full of unique and quality antiques for your browsing and buying pleasure.

<https://tionestabusinesspark.com/>

Read more on page one of this issue.

A great website needs great graphics. GBS designers can create your logo, widget graphics and more to make your site stand out!

Team Spotlight

After graduating from Allegheny College in 2006, Amanda Wiegel moved to Charlotte, NC to start her career, taking positions that fed her natural entrepreneurial desire to support small and start-up businesses.



After eleven years in Charlotte and one in Miami working for a global logistics provider, Amanda returned to Pennsylvania to contribute business, sales, and marketing consultant services to her family business, Wiegel Brothers Marine, Inc., and others.

Amanda currently manages the creation process of our very own GBS Newsletter.

Introducing the 2018 Applefest Logo!



"A big business starts small."

- Richard Branson



GBS Offices Expanding

GBS recently expanded to include additional office space at the FICDA building. We are currently using this as space for our employees who are blogging, managing social media, etc. In the long-term, we plan to use this space as a testing center for various types of online tests, seminars, and training coordination.