

## **Gaynor G. Cheokas**

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### **Education**

B.S., Political Science, Columbus State University (Columbus College), Columbus, GA  
M.S.A., Business Management, Georgia Southwestern State University, Americus, GA

### **Experience**

#### **Faculty Member/Director – Center for Business and Economic Development (7/2006-Present)**

*Georgia Southwestern State University – Americus, Georgia*

##### ***Faculty Responsibilities:***

- Instructor – prepare course material, lecture, online teaching.
- Undergraduate Courses:
  - BUSA 2105 Business Communications
  - MGNT 4260 Small Business Management
  - MKTG 4850 Marketing Channels
- Student Advisement - first and second year business majors.
- Committee Assignments – Management, Undergraduate, Assessment, and Strategic Planning

##### ***Director Responsibilities:***

- Support economic and entrepreneurship development in area served by GSW.
- One-on-one consulting with business owners and pre-venture business clients on specific topics, including: management, recording keeping, market strategy, financial forecasting, and other business operation related areas.
- Continuing Education Instructor/Trainer – Development and delivery to both Internal and External delivery groups. Courses include: How to Start a Business, How to Write a Business Plan, Business Boot Camp: Process Improvement 101, Gorilla Marketing, Bookkeeping Basics, and other customer/market related topics.
- Resource provider, directing clients to other appropriate sources of business information and assistance; Local, State, and Federal agencies.
- Collaboration/Advisor, Students in Free Enterprise on GSW campus.
- Coordinator of External Partnerships.
  - GSW, School of Business Administration Advisory Board
  - Co-op Program, Robins Air Base Warner Robins, GA
- Conduct cost of living surveys.
- Economic development research which is share with government and public agencies.
- Liaison within the local and regional economic development community to increase visibility and awareness of program.

**Business Consultant - Small Business Development Center (1/2006-6/2006)**

*Small Business Development Center (SBDC) - Macon, Georgia*

- One-on-one consulting with business owners and entrepreneurs to include: preparation of business plan, market analysis, financial feasibility, management skills, accounting systems, and other specific needs.
- Develop and deliver training programs based upon community needs assessment.
- Development of specific area of expertise, multi-unit retail management.
- Resource provider, directing clients to other appropriate sources of business information and assistance.
- Serve as an advocate of business development, expansion and retention in the area; being a viable leader in the local business community; engaged in public relation activities, such as speeches, presentations, committee participation.
- Maintain adequate client files as per SBA and SBDC guidelines.
- Represent Area Director when necessary.

**Area Director – Small Business Development Center (10/2004 – 12/2005)**

*Small Business Development Center (SBDC) – Americus, Georgia*

- Individual consulting with business owners and entrepreneurs to include: business plans, market feasibility, financial viability, operations management, legal structures, accounting and recording keeping systems.
- Develop and deliver business training programs.
- Prepare Semi-Annual activity reports for SBA; Quarterly reports for SBDC.
- Serve as an advocate of business development.
- Engage in public relations activities to include speeches, presentations, civic committee participation, and other related activities.

**Director, Stores Division – The Tog Shop, Inc. (12/1991 – 10/2004)**

*The Tog Shop, Inc. - Americus, Georgia*

- Job responsibilities:
  - Administrative duties for six regional retail outlet stores and one warehouse location.
  - Direct supervision of fifty-five staff members.
  - Prepare and manage budget for Stores Division; includes all stores and warehouse.
  - Manage and development of inventory purchasing budget; record and track open-to-buy budget.
  - Coordinate and align inventory levels within stores and warehouse.
  - Personnel recruitment, selection, training, and evaluating.
  - Development of sales forecast and marketing strategies to achieve.
  - Coordinate and conduct annual inventory audits for all units and warehouse.
  - Prepare financial reporting – monthly, quarterly, annual.
  - Coordinate professional development activities for store managers.
  - Facilitate effective communications between all stakeholders.

**Manager, Retail Store - The Tog Shop, Inc. (8/1985 – 12/1991)**

*The Tog Shop, Inc. - Americus, Georgia*

- Job responsibilities:
  - Daily store operations; total of 12 staff members.
  - Cash handling/daily cash drawer reconciliation.
  - Staff training and scheduling.
  - Conduct staff evaluations; monitoring of achievement.
  - Floor merchandising; maximizing use of display space.
  - Development of marketing campaigns (print, radio, direct mail).

**Assistant, to the President – The Tog Shop, Inc. (6/1983 – 8/1985)**

*The Tog Shop, Inc. - Americus, Georgia*

- Job responsibilities:
  - Coordination of inter-office communication.
  - Weekly tracking and reporting of labor distribution.
  - External and internal written correspondence.
  - Liaison for satellite business office located in Atlanta.

**Data Entry - The Tog Shop, Inc. (3/1983 – 6/1983)**

*The Tog Shop, Inc. - Americus, Georgia*

- Job responsibilities:
  - Inventory codesheet revisions for merchandise management.
  - Creation and maintenance of vendor inventory files.
  - Accurate entry of customer mail orders.
  - Updating customer files; mailing list maintenance.

**Professional Associations**

- **Georgia Oglethorpe Award** - Board of Examiners
- **Georgia Economic Developers Association (GEDA)** – Entrepreneur Development Committee
- **Georgia Department of Economic Development** – Entrepreneur Friendly Community, State-wide project, Georgia
- **Georgia Micro Enterprise Network** – Member
- **Intellectual Capital Partnership Program (ICAPP)** – Liaison Officer, GSW Representative, Economic Development Program of the University System of Georgia
- **Customer Service Champion** – Board of Regents, USG
- **Americus-Sumter Chamber of Commerce** – Member, Economic Development Committee

### Articles/Publications

- Accomplishment and Impact Report – Quarterly Reports, GSW Center for Business and Economic Development
- *Resource Guide for Starting a Business* – Entrepreneur Friendly Designation Report, Americus and Sumter County, GA
- *Floor Planning Your Future – Design to Sell, A Merchandising Exercise*, Business Sense Newsletter, SBDC Network
- *Cha-Ching, Cha-Ching – The Holidays are Here, Five Powerful Tips for Small Shop Owners*, Business Sense Newsletter, SBDC Network

### Training and Certificates

- **Six Sigma** – Yellow Belt, 2008
- **Small Disadvantage Business (SDB)** – Certificate, 2006
- **Georgia Academy for Economic Development** – Certificate, 2005

### Awards and Honors

- **Most Valuable Professor** – Spring 2007, Spring 2009
- **Economic Developer of the Year** – 2008, Chamber of Commerce
- **Outstanding Service Award** – 2008 to 2009, GSW-School of Business

### Civic Associations

- Americus Rotary Club – Board of Directors, 2009
- GSW Green Committee – Board Member, 2009
- Family Violence Council – Board Member, 2009
- Sumter Historic Trust – Immediate Past President
- Sumter County Federation of Garden Clubs - Past President
- Southland PTO - Past President
- Americus Blue Tide Swim Team – Board Member
- Early Bloomers Garden Club - Past President
- Americus Junior Service League - Past Board Member
- American Cancer Society (Americus Unit) - Past Board Member

### Personal References

Dr. Andrew Carlson - Americus - 229-928-2299  
Mr. John Gill – Central Bank of Georgia, Ellaville, GA - 229-937-2507  
Mr. Rick Whaley - Citizens Bank of Americus - 229-924-4011