

## Teaching social media skills

For Heather Galaska, essential tools of her trade are a laptop computer, iPhone and a colorful website describing her Social Media Maiden service.

Galaska spends her days helping clients develop business contacts through frequently used social media networks such as Facebook and LinkedIn.

"I do the full gambit," Galaska says. "Twitter is gaining momentum."

Meeting with clients in coffee shops and at their places of business, Galaska consults about their needs and creates a plan. She also does website management for small businesses that already have websites and social media accounts.

"The website is the center of your circle," says Galaska. "You can target different agencies and networks."

While much of her time is spent with established businesses that need additional marketing tools, Galaska also helps individuals gain social media skills.

"I just set up an account for a gentleman doing a job search," she said. "I definitely can help the individual as well."

Galaska says she spends the first hour she meets with a client learning about his needs and interests and also creating connections.

"We get to work," she says.

If a client is interested in using Twitter, Galaska helps him set up an account and learn to send tweets on his iPhone. She also shows people how to receive tweets on their computers.

Galaska also spends time helping busi-



Photo provided

**HEATHER GALASKA** helps clients combine websites, social media and other electronic tools to market their businesses.

nesses connect with one another through social media.

"We're all here to help one another," she says.

Galaska started her service two years ago at the suggestion of Evergreen insurance company owner Kent Huff, with whom she was working at the time. She has also worked with the Evergreen Area Chamber of Commerce, for which she has led workshops.

"I love what I do," says Galaska. "I feel so blessed to be that marketing extension for a service."

## Soleful enterprise

For the past 37 years, Steve Repaz has been repairing footwear at his shop in downtown Evergreen.

"I work and take care of customers," Repaz says of his years managing and owning Evergreen Boot and Shoe Service.

Sometimes Repaz is so busy that he turns down work. But he accommodates most customers who walk through his door.

Repaz spends the better part of his days replacing worn soles and heels and stitching torn parts of footwear. However, he also sells items at his shop, including shoe polish, laces and knives.

On a particular morning, a woman comes into the shop looking for shoe laces for a pair of boots. Repaz brings her a package that contains a long pair of laces and tells her to return them if they're not the right size.

When he repairs shoes, Repaz says, he focuses on doing the work correctly.

"I want to be in a business where the effort and quality of your work shows," he says.

If he sees a problem with a repair before a customer comes in to pick up shoes or boots, Repaz says he completely redoes it.

Over the years, the materials with which Repaz works have changed to some degree.

"Adhesives are different," he notes.

But he still uses leather and rubber to