

Small Business Development Day

May 20, 2015

PVCC Giuseppe Building (Community Room), Stanardsville, VA

The Central Virginia Small Business Development Center, The Greene Chamber of Commerce, and the Office of Economic Development are excited to announce a series of **FREE** events for small businesses in Greene County. We welcome you to participate in any one or all of the events listed below. Although **FREE**, separate registrations are required for lunch and both workshops; to register for one, two, or all three, visit www.cvsbdc.org/workshops.



8:30 am – 10:30 am

Social Media Workshop: Digital Marketing is So Much More Than Just Posting on Facebook

Betty Hoge, Director of the Central Virginia Small Business Development Center, will discuss the pros and cons of many digital marketing platforms, including social media. Engage in a discussion and an exercise to determine which venues are most appropriate for *your* business, develop a digital marketing strategy, and be ready to act on your selections.



10:30 am -12:00 noon

Option 1: Private, One-on-One, Confidential, No-Fee meeting w/CV SBDC Certified Business Advisor – 30 minute mini-consulting sessions; 1st come, 1st served

Option 2: Stanardsville Open House: Take a **self-guided tour** of tourism related businesses that are growing in Stanardsville and the events planned specially for your visit this day

Noon Whistle Pottery: live music **Blue Ridge Pottery:** Kiln Opening
Palette Art Gallery: live painter **Greene Eatery:** Sample the newest eatery
Real-estate Open House: special opportunity to tour inside 2 currently available business sites ideal for a business to locate or relocate for real growth

12:00 noon – 1:30 pm Lunch and Learn:

It has been said, *“The profit is in the details.”* The **Greene Chamber of Commerce** invites everyone from the business community to a free lunch and to participate in round table discussions about how to grow your business by providing exceptional experiences for your customer. Even when your business’ efforts are 90% on target, missing on the other 10% may prevent 1st time or repeat customer visits. Hear a spotlighted business share how they provide exceptional service, and then join in table discussions on how other Greene community businesses strive (or could strive) towards excellence. Come share, learn, be inspired, and enjoy a free lunch!



1:30 pm – 3:30pm Private, One-on-One, Confidential, No-Fee meeting w/CV SBDC Certified Business Advisor – 30 minute mini-consulting sessions; 1st come, 1st served

3:30 pm – 5:30 pm Workshop: How To Start a Business in Greene County:

Thinking about starting a small business? Or, have you started a business within the last year and are realizing you may have missed a few things? Then, this workshop is for you: an overview of the steps to a successful business start, required registrations and regulations, and the components of sound business planning, including financial projections.



Speakers: **Alan Yost**, Greene County Economic Development & Tourism Director
Betty Hoge, Director, Central Virginia Small Business Development Center