



Who Should Attend: Owners / Managers of Retail Shops and/or Restaurants located in the City of Charlottesville or Albemarle, Fluvanna, Greene, Louisa, Nelson, or Orange Counties.

Why Attend: to improve business results during the upcoming peak selling season.

Cost: \$0.00 – free [thanks to our Program Sponsors listed below]

For more information: visit www.cvsbdc.org/workshops, then click on each Academy event of interest

Register to ensure a seat by calling the Central Virginia SBDC at (434) 295-8198 or by visiting their website at www.cvsbdc.org/workshops

Tues., Nov. 4	8:30am – 10:30am 1:00pm – 3:00pm	<p>Workshop: Best Practices in Retail Shops & Restaurants City Space, Charlottesville</p> <p>Roundtable Discussion: Issues & Solutions for Holiday Sales City Space, Charlottesville</p>
		
<i>Special sponsor for Tuesday events: City of Charlottesville Office of Economic Development</i>		
Wed., Nov. 5	8:30am – 10:30am 11:00am – 5:00pm	<p>Workshop: Competing with the Big Boys: How Independent Retailers Win and Keep the Customer Albemarle Co. Bldg, 5th St Meeting Room B</p> <p>By appointment: Marc Willson & Betty Hoge visit individual businesses for 1-on-1 customized business assessments & feedback re: that business's marketing/operations</p>
		
<i>Special sponsor for Wednesday events: Albemarle County Economic Development</i>		
Thurs., Nov 6	8:30am – 10:30am 11:00am – 5:00pm	<p>Workshop: Windows, Signs and Visual Displays - Stewards of Your Brand City Space, Charlottesville</p> <p>By appointment: Marc Willson & Betty Hoge visit individual businesses for 1-on-1 customized business assessments & feedback re: that business's marketing/operations</p>
		
<i>Special sponsor for Thursday events: City of Charlottesville Office of Economic Development</i>		
Fri., Nov. 7	8:30am – 10:30am 11:00am – 5:00pm	<p>Workshop: From Bah Humbug to Booming Holiday Sales The Arts Center in Orange (across from Orange Train Depot)</p> <p>By appointment: Marc Willson & Betty Hoge visit individual businesses for 1-on-1 customized business assessments & feedback re: that business's marketing/operations</p>
		   
<i>Special sponsors for Friday events: Orange County Office of Economic Development, Orange County Chamber of Commerce, Orange Downtown Alliance</i>		

2014 Pre-Holiday Retail Academy Program Sponsors:

