



Staying Relevant to a Changed Customer

Inviting all independent businesses in Harrisonburg area to discover new ways to thrive!

Economic conditions and technology have changed how customers shop and buy.

Join **Marc Willson**, retail consultant for the **Virginia SBDC**, to learn how to:

- Attract and retain Millennial shoppers
- Differentiate your Business
- Build your business as a Destination
- Define your Customer - Target your Market
- Get Found Online
- Retain regulars and attract new customers
- Merchandising basics
- Network and Collaborate with area Merchants



Be Nimble, Be Quick!

When: Friday, June 23rd 2017 at 8:30 to 10 am

Where: JMU Ice House Conference Room 117 127 West Bruce Street, Harrisonburg VA

Registration: FREE! Reserve your seat now at www.valleysbdc.org

For more information: Call the Shenandoah Valley SBDC at (540) 568-3227



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