



## Monthly format

- Light breakfast/ networking
- Presentation/mini-clinic
- Facilitated discussion
- Idea exchange

## Early AM Sessions

- 7:30 am – 9:30 am

## 3-Part Pilot Series

- Wednesday, July 27<sup>th</sup>
- Wednesday, August 31<sup>st</sup>
- Wednesday, Sept. 21<sup>st</sup>

## Register now!

There is no charge to attend the Pilot Series this summer, but space is limited!

Register right away  
[www.bouldersbdc.com](http://www.bouldersbdc.com) or  
contact Sharon King  
303-442-1475x3

# Retail EDGE

## BREAKFAST GROUP FOR LONGMONT RETAILERS\*

*Facilitated by:*

*Robin Enright, Merchandising Matters*

*Sponsored by:*

*City of Longmont,*

*Longmont Economic Gardening Initiative (LEGI)*

*Produced by:*

*Small Business Development Center (SBDC)*

This 3-part Retail EDGE pilot series is open to all existing City of Longmont retail businesses ONLY (downtown and beyond)\*

***Wednesday, July 27<sup>th</sup>:***

### ***Essential Visual Merchandising Elements***

Merchandising is often referred to as the 'silent salesperson' and while it is not a living, breathing employee, it can come pretty close!

Learn the essential basics of effective display creation and drive more traffic to your store.

***Wednesday, August 31<sup>st</sup>:***

### ***Financing Your Business Today***

Learn about your options for financing, what lenders and investors require to qualify and how to prepare to put your best foot forward.

***Wednesday, September 21<sup>st</sup>:***

### ***Effective use of social media (Facebook and Twitter)***

Having a Facebook fan page or Twitter account is only effective if you use it and are authentic while doing so!

Learn about the power of Facebook fan pages and how to effectively use them in a way that builds lasting relationships with your customers while providing your business with valuable resources.

*\*restaurants, coffee shops and home-based businesses are not defined as retailers for this series*

## Series Presenters

### **Robin Enright, Founder, Merchandising Matters**

Robin's retail career began with REI where she worked as in-store visual merchandiser and was regularly assigned to new store openings where she provided training to sales staff in and out of her district. She has presented at Surf Expo on the subject of Creating a Visual Merchandising Plan and writes regularly on marketing and merchandising methods. Her current projects include a series of articles on merchandising for SNEWS, an outdoor retail trade publication, and providing training to sales staff and field reps for both brands and retailers, and she is the Regional Director in Colorado for defining:WOMEN Network.

### **Sharon King, Director, Boulder SBDC**

In six+ years, Sharon King and the Boulder SBDC have worked with over 2,000 entrepreneurs to help them launch new ventures and grow existing businesses. Sharon's first business was a vintage clothing store – right out of college. Before joining the SBDC, Sharon focused on the conversion and re-branding of the independent Boulder Outlook Hotel, in which she is an investor. In the 30 years between, she has been an entrepreneur, marketing executive and consultant for small (and larger) businesses in many industries -- hospitality, professional services, banking, consumer products, retail and manufacturing. She holds an MBA from Cornell University.

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