

## 2021 Downtown Small Business Training Series: Phase 2 – April/May

As the result of a USDA Small Business Development Grant, WEDC Main Street and Connect Communities businesses are invited to attend a series of FREE virtual training events during spring of 2021. The following virtual webinars/discussions have recently been scheduled. Please register for any of the sessions you plan to attend at the links indicated below. Registrants will receive login information several days prior to the event. Updated schedules can also always be found on the Wisconsin Main Street Facebook page. Whenever possible, these sessions will be recorded and made available for future viewing if you are unable to make the scheduled date(s) or time(s). However, you will need to register to receive the link for future viewing.



**Several of the presenters will be offering additional assistance, tools and/or individualized consulting opportunities to attendees following the sessions.**

### Inventory Management for Small Business Owners

Discover the difference between the Investor and Buyer mindsets. These sessions are for any retail business, and we'll cover how to turn your inventory into cash quickly and the recipe to markdowns. Sara Burks, Director of Education & Partnerships at The Boutique Hub will lead this session. She's a mother, cat wrangler, rodeo coach and former retailer of 20+ years from small-town Wisconsin.

- Part 1: Intro to Inventory Management April 19<sup>th</sup>: 8:30-9:30 am
- Part 2: Additional Inventory Strategies April 26<sup>th</sup>: 8:30-9:30 am



Register for one or both sessions [here](#)

### Business Merchandising Basics

Longtime Main Street partner Lyn Falk of RetailWorks and her team will provide a brief webinar tutorial on designing attractive storefronts and interior spaces that attract attention, recruit customers and drive sales. Learn successful strategies regarding color, placement, layout and grouping of merchandise to maximize sales in your business, as well as strategies and plenty of examples of eye-catching storefront displays to change with the seasons.

- **Merchandising: Storefronts and Interiors:** Tuesday, April 20<sup>th</sup>: 8:00-9:30 am



Register for the session [here](#)



Calendar of events also available at [www.facebook.com/WisconsinMainStreet](https://www.facebook.com/WisconsinMainStreet)

A limited number of FREE individual business engagement or consulting opportunities will be made available to all attendees at each session or those who view the recorded sessions.



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## Time Management for Small Business Owners

Everyone is busy, and small business owners are no exception. This 2-part series will teach you how to manage all of the moving pieces of your business without sacrificing your personal life. Ashley Alderson with The Boutique Hub will lead this session. Beyond being a mom of three busy kids under 10, Ashley is the founder of The Boutique Hub, a central connection point for retail boutiques around the world with thousands of participating owners, wholesale brands and industry service providers. Besides sharing business strategy daily, she also shares the true behind the scenes of what it's like to be a mom, wife, 7 figure entrepreneur, cancer survivor, agriculture advocate, and casserole connoisseur.



- Part 1: Time Management Strategies, April 22<sup>nd</sup>, 8:30-9:30 am
- Part 2: Implementing Time Management Best Practices, April 29<sup>th</sup>, 8:30-9:30 am

Register for one or both sessions [here](#)

## Managing the Energy Crisis in your Business

Ashley & Sara from national platform The Boutique Hub will address one of the most challenging aspects of owning and operating a business; managing a team. The past year has made this challenge even more difficult for many small businesses. This session will help business owners create a new team strategy for the future. We'll show you strategies to improve employee morale & productivity and reduce employee turnover resulting in higher sales & a more attractive shopping experience.



- Part 1: Managing your Team: May 6<sup>th</sup>, 8:30-9:30 am
- Part 2: Morale & Productivity: May 10<sup>th</sup>, 8:30-9:30 am

Register for one or both sessions [here](#)



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