



The Loudoun Small Business Development Center

A partnership program with the U.S. Small Business Administration



We're looking for 9 RETAILERS IN LOUDOUN COUNTY who want to *make a difference right away* in their business!

Loudoun SBDC is partnering with Casey Willson, a retail and restaurant specialist from the Maryland SBDC, who will conduct scheduled on-site visits

Tuesday, April 21 and Wednesday, April 22

During these visits, Mr. Willson will identify your successes as well as suggest some areas for improvement.

If you want to gain knowledge for a better 2009, **CALL NOW (703-430-7222) to be one of the *Lucky Nine*.**

This personal visit/evaluation and a wrap-up seminar on general lessons learned will cost you \$50. Receive the benefit of Mr. Willson's 35 years of expertise in helping small retailers and restaurateurs as he customizes a strategy that addresses your needs in areas such as:

- Visual Merchandising
- Finances & Inventory Management
- Staffing and Human Resource Issues
- Customer Service Retention
- Marketing and Sales
- Other Management Issues Import to YOU!

You have TWO excitingly worthwhile options:

- (1) Be a *Lucky Niner*:** for \$50, take advantage of Casey Willson's scheduled visit for an in-store evaluation AND the wrap-up seminar (see below for seminar date/time) OR
- (2) Be a seminar-only attendee:** for \$25, join Casey & the *Lucky Nine* for the wrap-up seminar. If you can't be part of the visitation program, you can still learn lots of practical retail/restaurant wisdom—lessons that can be shared by all!

WRAP-UP SEMINAR: 3:30 – 5:00 pm on April 22
Comfort Suites, 80 Prosperity Ave, Leesburg, VA 20175
Preregistration is required.

What attendees at Willson seminars are saying:

"The best seminar I have ever been to!!"

"Could have listened for another couple days—absolutely excellent!"

"Speaker was informative, personable & thorough"

"Wealth of knowledge!"

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