

Co-hosted by



Louisa Small Business Workshop

Co-hosted by Virginia Department of Small Business & Supplier Diversity, Xam Solutions, LLC
and Sponsored by Woodforest National Bank®

Date: September 18, 2019

Location: Spring Creek Golf Club

Address: 109 Clubhouse Way Zion Crossroads, VA 22942

Lunch is provided, *Gluten free option available*

Agenda:

8:30 – 9:00 Registration

9:00 – 9:45 Small Business Growth Strategies

Regina Cook, Instructor & Contract Trainer, Piedmont Virginia
Community College-Workforce Services Division

9:45 - 10:45 SWAM Certification & eVA Registration

Courtney Mustin, SBSB Business Services Manager, Central/ West

10:45 – 11:00 Break

11:00 – 11:30 Small Business Trusted Guidance – FDIC Money Smart

Brandi Chavis & Ross Folkenroth – Woodforest National Bank®

11:30 – 12:30 Lunch – The Rosetta Stone and Good Communications

Guest Speaker - Jesse Martin, Partner & Director KIVA,
Kaizen Institute North America

We have the tools to translate our business stories into consumer-friendly language, we just need to take the time to write them down. Jesse will explore language we use to communicate with the public and with each other. Together we will learn to tell the story of our businesses to engage clients and employees – retain top talent and grow sales.

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