

Virginia SBDC
Management Training Report

Event Information

		Center & Event #:		70-2023-15
Event Title	Virginia Tourism Corporation	Start Date	Start Time	Program
Site	LRCC	10/20/2023	11:00:00 AM	SBDC
City, State & Zip	Middletown, VA 22645	End Date	End Time	Sub-Program
Event Topic	Marketing/Sales	Sessions	Total Hours	Reviewed By
		1	1	ckriz
				Entry Person & Date
				ckriz on 11/27/2023 8:32:06 PM
Program Format	Language			
	English			

Number of Attendees

Total Attendees	In Business	4	Active Duty	0	Asian	0	Native Amer.	0
4	Disabled	0	Veterans	0	Black	0	Pacific Islnd.	0
Underserved	Women	2	Service Disabled Vet.	0	North African	0	White	4
2	LGBTQ	0	Reserve/Nat. Guard	0	Middle Eastern	0	Hispanic	0
			Spouse of Military Member	0				

Resources Participating

<input checked="" type="checkbox"/> SBDC	<input checked="" type="checkbox"/> Educational Institution	<input type="checkbox"/> Online Training Resource	SBA Office: None
<input type="checkbox"/> SCORE	<input checked="" type="checkbox"/> Chamber of Commerce	<input type="checkbox"/> SBA District Office	Other Govt. Agency: None
<input type="checkbox"/> WBC	<input type="checkbox"/> Trade or Professional Assoc.	<input type="checkbox"/> Native American Center	Other: None
<input type="checkbox"/> VBOC	<input type="checkbox"/> For-Profit Organization		

Attendee Fees

Fee Distribution

Attendee Count:	Full Fee #	Discount Fee #	No Show #	No Fee #	SBDC	SCORE
	0	0	0	4	\$0.00	\$0.00
Fee Income \$	Full Fee \$	Discount Fee \$	No Show \$		WBC	SBA
	\$0.00	\$0.00	\$0.00		\$0.00	\$0.00
Other Income \$	Other \$		Total Fees Collected		Co-Sponsor	Total Distribution
	\$0.00		\$ 0		\$0.00	\$ 0

Event Notes

Public Information

Standard Fee \$	Web Info: Address, Directions, URL, etc.	Misc. Public Information
\$0.00		
Alternate Fee \$		
\$0.00		

Power Up Your Business Conference

Virginia Tourism Corporation Breakout Session

Friday, October 20, 2023

	<u>Print Name</u>	<u>Company</u>	<u>Signature</u>
1	Pamela Haefner	Thrive Under 5 LLC	<u>Pamela Haefner</u>
2	Joe Doctor	Shenandoah Careers	<u>Joe Doctor</u>
3	William Kudman	Historic Properties — Sun. Rel.	<u>William Kudman</u>
4	Guy Curtis	63 Golf Tournaments	<u>Guy Curtis</u>
5	Jim Coetz	Mount Hermon Cemetery	<u>Jim Coetz</u>
6	MAUREEN MENSEFER	DOWN HOME COMFORT BAKERY	<u>Maureen Mensefer</u>
7	SHANE WALKER	STAR IN THE VAULT	<u>Shane Walker</u>
8			
9			
10			
11			
12			
13			

Kelli Williams Introduction:

Kelli serves as the Destination Development Manager for the Shenandoah Valley, serving as a liaison between the Virginia Tourism Corporation (VTC) and industry partners. She provides access to and assistance with VTC resources including strategic planning, business development, product development, marketing, and grant funding. Through her professional roles in local government, higher education, and recreation, Kelli has been involved in tourism marketing, community development, and outdoor recreation programming. In addition to her role with the Virginia Tourism Corporation, she has also been an active volunteer with the Potomac Appalachian Trail Club (PATC), Harrisonburg Appalachian Trail Community (ATC), Headwaters Master Naturalists, Virginia Adventure Education Conference (VAAEC), and Rev3 Endurance, an adventure racing company in the Shenandoah Valley. She holds an Associate's Degree in Recreation and Outdoor Leadership from LRCC, a Bachelor's Degree in Sociology from JMU, and a Master's Degree in Organizational Leadership from Shenandoah University.

SBDC
Summary of Training Evaluations
(Attach to Form 888)

Title of Training:

Virginia Tourism Corporation

Date Offered:

10/20/2023

Location:

Middletown

Analysis of Responses to Question #5: "Overall, the training was worth my time and investment."

From ALL Evaluation Forms:

Number of check marks in Column 1 (Strongly Agree)

6 X 5 = 30

Number of check marks in Column 2 (Agree)

1 X 4 = 4

Number of check marks in Column 3 (Undecided)

0 X 3 = 0

Number of check marks in Column 4 (Disagree)

 X 2 =

Number of check marks in Column 5 (Strongly Disagree)

 X 1 =

TOTAL SCORE

34 (a)

Total Number of Forms Received

7

Total Number of Attendees

7

Percentage of Response

100%

Total Number of Forms Received

7 (b) X 5 = 35 Maximum Score (c)

Divide (a) by (c) = 97% Level of Satisfaction

Divide (a) by (b) = 4.86 Average Score



SBDC Training Course Evaluation

Name of Training Class **Virginia Tourism Corporation**
Date **10/20/23**
Location **Middletown, VA**

Your response to this form is very important to us as we strive to bring you the highest quality training available. The information you provide is anonymous and confidential and will be used collectively to evaluate our training program.

Please indicate one response on each line.

		Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
1. The seminar gave me a good working knowledge of the subject matter.		✓				
2. The seminar environment was conducive to my learning.			✓			
3. The handouts were helpful.		✓				
4. The presenter was knowledgeable on the subject matter.	Kelli Williams	✓				
5. Overall, the training was worth my time and investment.		✓				

Additional comments:

What other topics you would like to see offered? _____



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		Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
1. The seminar gave me a good working knowledge of the subject matter.		X				
2. The seminar environment was conducive to my learning.		X				
3. The handouts were helpful.		X				
4. The presenter was knowledgeable on the subject matter.	Kelli Williams	X				
5. Overall, the training was worth my time and investment.		X				

Additional comments:

What other topics you would like to see offered? _____



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2. The seminar environment was conducive to my learning.		✓				
3. The handouts were helpful.		✓				
4. The presenter was knowledgeable on the subject matter.	Kelli Williams	✓				
5. Overall, the training was worth my time and investment.		✓				

Additional comments:

Super welcome

What other topics you would like to see offered? _____



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2. The seminar environment was conducive to my learning.		✓				
3. The handouts were helpful.		✓				
4. The presenter was knowledgeable on the subject matter.	Kelli Williams	✓				
5. Overall, the training was worth my time and investment.		✓				

Additional comments:

Great information + resources

What other topics you would like to see offered? _____



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1. The seminar gave me a good working knowledge of the subject matter.		X				
2. The seminar environment was conducive to my learning.		X				
3. The handouts were helpful.		X				
4. The presenter was knowledgeable on the subject matter.	Kelli Williams	X				
5. Overall, the training was worth my time and investment.		X				

Additional comments:

Very informative

What other topics you would like to see offered? _____



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	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
1. The seminar gave me a good working knowledge of the subject matter.	✓				
2. The seminar environment was conducive to my learning.	✗				
3. The handouts were helpful.	✗				
4. The presenter was knowledgeable on the subject matter.	Kelli Williams	✗			
5. Overall, the training was worth my time and investment.					

Additional comments:

What other topics you would like to see offered? _____



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2. The seminar environment was conducive to my learning.	✓				
3. The handouts were helpful.		✓			
4. The presenter was knowledgeable on the subject matter.	X				
5. Overall, the training was worth my time and investment.		✓			

Additional comments:

What other topics you would like to see offered? _____