

Virginia SBDC

Management Training Report

Event Information

		Center & Event #:		70-2023-15
Event Title	Start Date	Start Time	Program	Event Status
Virginia Tourism Corporation	10/20/2023	11:00:00 AM	SBDC	Verified
Site	End Date	End Time	Sub-Program	Reviewed By
LRCC	10/20/2023	12:00:00 PM	Not Set	ckriz
City, State & Zip	Sessions	Total Hours	Entry Person & Date	
Middletown, VA 22645	1	1	ckriz on 11/27/2023 8:32:06 PM	
Event Topic	Program Format		Language	
Marketing/Sales			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

	Print Name	Company	Signature
1	Pamela Haefner	Thrive Under 5 LLC	Pamela Haefner
2	Joe Proctor	Shearwater Caverns	Joe Proctor
3	William Katsman	Historic Prognosis - Comm. Rte.	William Katsman
4	Guy Curtis	63 Golf Tournaments	Guy Curtis
5	Jim Coetz	Mount Hood General	Jim Coetz
6	MAURKEEN MENEFEE	DOWNHOME COMFORT BAKERY	MAURKEEN MENEFEE
7	SHANE WALKER	STAR IN THE VALLEY	Shane Walker
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)	<u>6</u>	X	<u>5</u>	=	<u>30</u>
Number of check marks in Column 2 (Agree)	<u>1</u>	X	<u>4</u>	=	<u>4</u>
Number of check marks in Column 3 (Undecided)	<u>0</u>	X	<u>3</u>	=	<u>0</u>
Number of check marks in Column 4 (Disagree)	<u> </u>	X	<u>2</u>	=	<u> </u>
Number of check marks in Column 5 (Strongly Disagree)	<u> </u>	X	<u>1</u>	=	<u> </u>

TOTAL SCORE 34 (a)

Total Number of Forms Received	<u>7</u>
Total Number of Attendees	<u>7</u>
Percentage of Response	<u>100%</u>

Total Number of Forms Received	<u>7</u> (b) X 5 = <u>35</u> Maximum Score (c)
Divide (a) by (c)	= <u>97%</u> Level of Satisfaction
Divide (a) by (b)	= <u>4.86</u> 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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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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4. The presenter was knowledgeable on the subject matter.	Kelli Williams	✓				
5. Overall, the training was worth my time and investment.		✓				

Additional comments:

Super welcoming

What other topics you would like to see offered? _____



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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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5. Overall, the training was worth my time and investment.		X				

Additional comments:

Very informative

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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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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? _____