

# Virginia SBDC

## Management Training Report

### Event Information

| Event Information                |                |             | Center & Event #:              | 70-2023-16   |
|----------------------------------|----------------|-------------|--------------------------------|--------------|
| Event Title                      | Start Date     | Start Time  | Program                        | Event Status |
| Make Your Business A Destination | 10/20/2023     | 10:00:00 AM | SBDC                           | Verified     |
| Site                             | End Date       | End Time    | Sub-Program                    | Reviewed By  |
| LRCC                             | 10/20/2023     | 11:00:00 AM | Not Set                        | ckriz        |
| City, State & Zip                | Sessions       | Total Hours | Entry Person & Date            |              |
| Middletown, VA 22645             | 1              | 1           | ckriz on 11/27/2023 8:34:46 PM |              |
| Event Topic                      | Program Format |             | Language                       |              |
| Marketing/Sales                  |                |             | English                        |              |

### Number of Attendees

|                 |             |   |                           |   |                |   |                |   |
|-----------------|-------------|---|---------------------------|---|----------------|---|----------------|---|
| Total Attendees | In Business | 5 | Active Duty               | 0 | Asian          | 0 | Native Amer.   | 0 |
| 5               | Disabled    | 0 | Veterans                  | 0 | Black          | 0 | Pacific Islnd. | 0 |
| Underserved     | Women       | 4 | Service Disabled Vet.     | 0 | North African  | 0 | White          | 4 |
| 4               | 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                    | 5        | \$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




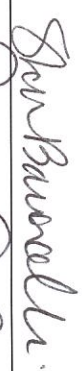
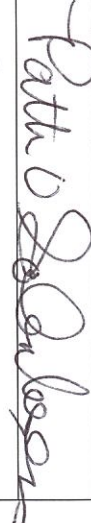

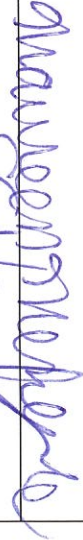


### Public Information

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

# Power Up Your Business Conference

## Making Your Business a Destination Breakout Session

Friday, October 20, 2023

|    | Print Name        | Company                          | Signature  |
|----|-------------------|----------------------------------|--|
| 1  | Pamela Haefer     | Thrive Under LLC                 |  |
| 2  | Doreen Martinez   | Crown Consulting                 |   |
| 3  | Joe Proctor       | Shearwater Caverns               |   |
| 4  | John Fogle        | Shearwater County                |  |
| 5  | Sharon Barcellona | Shen City Chambers               |   |
| 6  | Patti Solenberg   | Solenbergers Hardware            |   |
| 7  | Tessa Doherty     | Solenbergers Hardware            |   |
| 8  | MAUREEN MENEZES   | Dolyn Home Comfort Bakery        |   |
| 9  | SARDA VEACH       | REAL PROPERTY MANAGEMENT-FLORIDA |   |
| 10 | SARNE DAVEN       | STAR IN THE VALLEY               |   |
| 11 |                   |                                  |  |
| 12 |                   |                                  |  |
| 13 |                   |                                  |  |

Katie Mercer is the Director of Marketing and Events for the Town of Woodstock. In her role the last 9 years, the committee she oversees, Woodstock Enhancement that is made up of community volunteers, has implemented a growing public art program, hosts annual community events that attract visitors and residents, and provides support for small, locally owned businesses. When she's not working, you'll find her juggling a busy schedule with three young boys or enjoying the outdoors while running, cycling, horseback riding, or paddling.

Amber Smoot has been serving her hometown community ,the Town of New Market, since 2017. She started as the Events and Marketing Director and has recently changed roles to be the Executive Administrative Assistant. Amber enjoys working with the small businesses in New Market and other localities. She is proud to be one of two Destination Creation Course Facilitators in Virginia. When not at work and helping in the community, she enjoys spending time with her family and loves to read!

**SBDC**  
**Summary of Training Evaluations**  
**(Attach to Form 888)**

**Title of Training:** Make Your Business a Destination  
**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>        |
| <b>TOTAL SCORE</b>                                    |               |   |          |   | <u><b>34 (a)</b></u> |

|                                       |            |
|---------------------------------------|------------|
| <b>Total Number of Forms Received</b> | <u>7</u>   |
| <b>Total Number of Attendees</b>      | <u>10</u>  |
| <b>Percentage of Response</b>         | <u>70%</u> |

|                                       |  |
|---------------------------------------|--|
| <b>Total Number of Forms Received</b> | <u>7</u> (b) X 5 = <u>35</u> Maximum Score (c) |
| Divide (a) by (c)                     | = <u>97%</u> <b>Level of Satisfaction</b>      |
| Divide (a) by (b)                     | = <u>4.86</u> <b>Average Score</b>             |



## SBDC Training Course Evaluation

**Name of Training Class**    **Making Your Business a Destination**

**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. |              | 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.              | Katie Mercer | X              |       |           |          |                   |
|  | Amber Smoot  | X              |       |           |          |                   |
| 5. Overall, the training was worth my time and investment.             |              | X              |       |           |          |                   |

Additional comments:

very impressed, handle themselves well under pressure, very good presentation

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. |              | <input checked="" type="checkbox"/> |                                     |           |          |                   |
| 2. The seminar environment was conducive to my learning.               |              |                                     | <input checked="" type="checkbox"/> |           |          |                   |
| 3. The handouts were helpful.  |              | <input checked="" type="checkbox"/> |                                     |           |          |                   |
| 4. The presenter was knowledgeable on the subject matter.              | Katie Mercer | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |           |          |                   |
|  | Amber Smoot  | <input checked="" type="checkbox"/> |                                     |           |          |                   |
| 5. Overall, the training was worth my time and investment.             |              | <input checked="" type="checkbox"/> |                                     |           |          |                   |

Additional comments:

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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.              | Katie Mercer | ✓              |       |           |          |                   |
|  | Amber Smoot  | ✓              |       |           |          |                   |
| 5. Overall, the training was worth my time and investment.             |              | ✓              |       |           |          |                   |

Additional comments:

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| 3. The handouts were helpful.  |              | ✓              |       |           |          |                   |
| 4. The presenter was knowledgeable on the subject matter.              | Katie Mercer | ✓              |       |           |          |                   |
|  | Amber Smoot  | ✓              |       |           |          |                   |
| 5. Overall, the training was worth my time and investment.             |              | ✓              |       |           |          |                   |

Additional comments:

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| 4. The presenter was knowledgeable on the subject matter.              | Katie Mercer | ✓              |       |           |          |                   |
|  | Amber Smoot  | ✓              |       |           |          |                   |
| 5. Overall, the training was worth my time and investment.             |              | ✓              |       |           |          |                   |

Additional comments:

*Katie & Amber did a fantastic job - particularly w/ technical difficulties.*

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.              | Katie Mercer | ✓              |       |           |          |                   |
|  | Amber Smoot  | ✓              |       |           |          |                   |
| 5. Overall, the training was worth my time and investment.             |              | ✓              |       |           |          |                   |

Additional comments:

Appreciated handouts to take notes on have to review later and share with other staff that couldn't attend.

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

Additional comments:

Thank You Katie and Amber! You did a great job <sup>even</sup> with the technical difficulties.

What other topics you would like to see offered? Collaboration with local businesses

# The POWER of a Destination Business

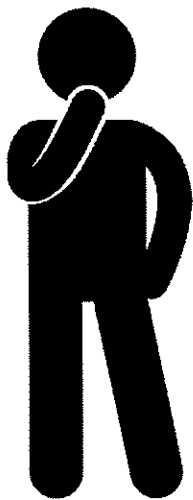
## Powered by Destination University

Presented By:  
Destination University Facilitators  
**AMBER SMOOT, TOWN OF NEW MARKET &  
KATIE MERCER, TOWN OF WOODSTOCK**

©  
**THE SCHALLERT  
GROUP**

1

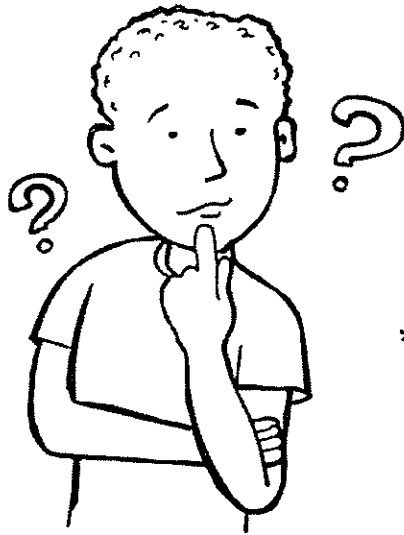
Think about a business you went out of your way or  
drove a distance to visit...



- NAME OF THE BUSINESS
- HOW LONG WAS THE TRIP?
- WHAT DO YOU REMEMBER MOST ABOUT THE BUSINESS?

**THE SCHALLERT  
GROUP**

2



## WHY BE A DESTINATION?

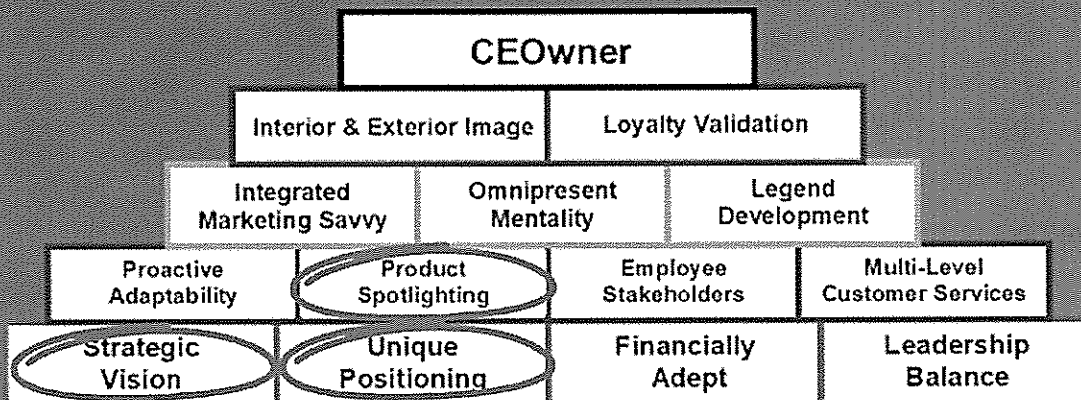
**\*POSITIVE MEMORABLE  
EXPERIENCES**

**\*CREATE MORE WORD OF MOUTH  
BUZZ**

**\*FREE PUBLICITY-DECREASES  
OVERALL MARKETING COSTS**

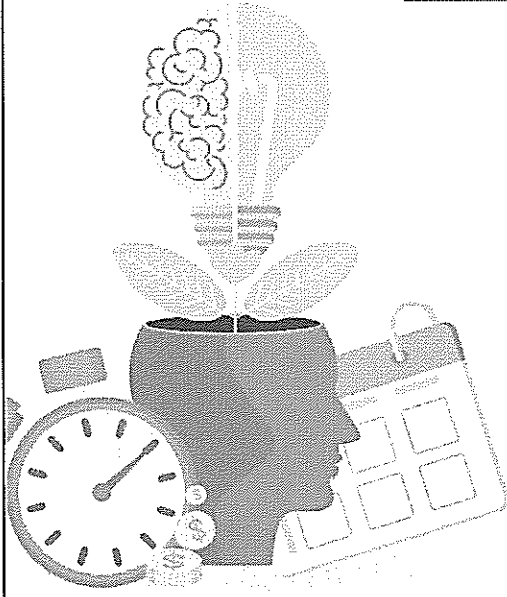
5

## 14-Step Destination Business Process



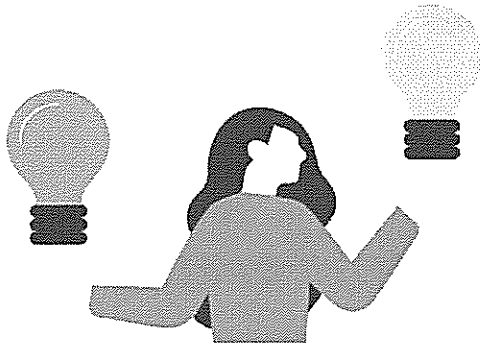
6

## **ADOPT A DESTINATION MINDSET**



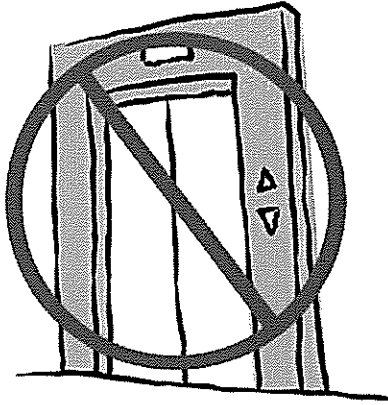
**IF YOU DON'T IMAGINE  
YOURSELF  
A DESTINATION,  
IT WILL NEVER HAPPEN**

9



**Mindset:  
Don't compare to  
rise above closest  
competitor**

10



## **Creating a Unique Positioning Statement NOT AN ELEVATOR PITCH**

13



## **Tips for Unique Positioning Statement**

- **Avoid Using generalities-Consumers Ignore Them**
- **Be specific & truthful**
- **Use power words such as first, largest, oldest, most, newest...**

14



SPANAWAY, WA

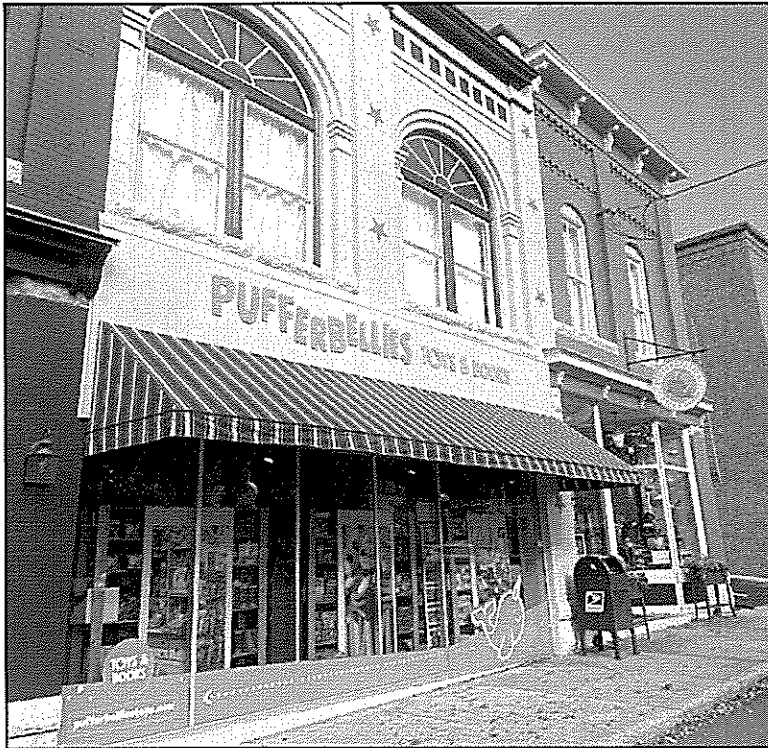
17

**40 FEET  
LONG  
30+  
FLAVORS  
600 LBS OF  
TREATS**



18





21

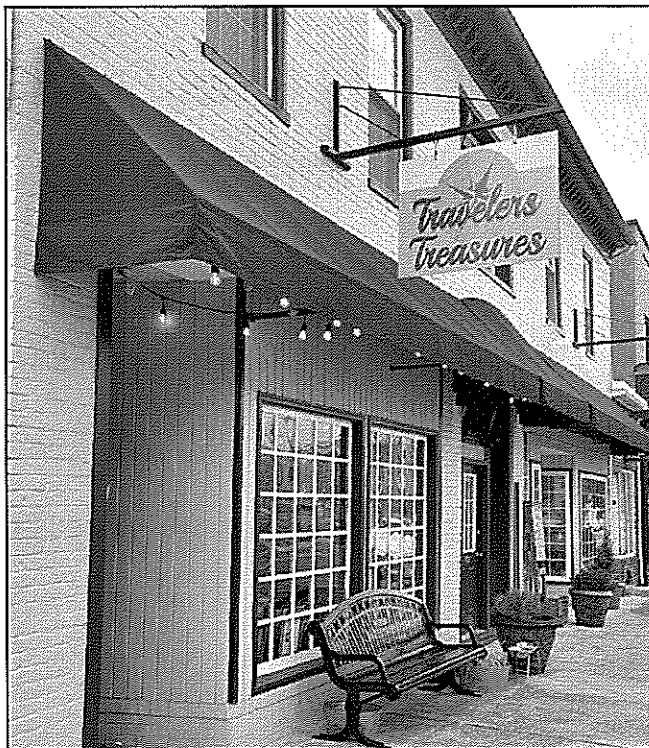


**EASTER BYOB**



**VALENTINE SURPRISE**

22



WOODSTOCK,  
VA

25

VETERAN OWNED  
AND PRODUCED  
HONEY, JELLY, AND  
JAM

*And more!*



26