

Virginia SBDC
Management Training Report

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

	<u>Print Name</u>	<u>Company</u>	<u>Signature</u>
1	Pamela Haefner	Thrive Under 500	Pamela Haefner
2	Doreen Martinez	Crown Consulting	Doreen Martinez
3	Joe Proctor	Sherandoor Coopers	Joe Proctor
4	John Fogle	Sherandoor County	John Fogle
5	Sharon Baroncelli	Shen City Chamber	Sharon Baroncelli
6	Patti Solenberger	Solenbergers Hardware	Patti Solenberger
7	Tessa Doherty	Solenbergers Hardware	Tessa Doherty
8	Maureen Newefield	Down Home Comfort Bakery	Maureen Newefield
9	SABRA VEAH	REAL PROPERTY MANAGEMENT ELEVATION	SABRA VEAH
10	Shane Dauer	STAR IN THE VALLEY	Shane Dauer
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)

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

10

Percentage of Response

70%

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 **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, great presentation

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.	Katie Mercer	/	/			
	Amber Smoot	/				
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.		✓				
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:

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.	Katie Mercer	✓				
	Amber Smoot	✓				
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.	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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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:

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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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 ^{even} 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

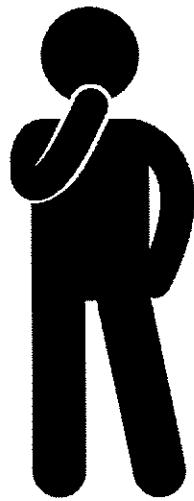
©

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?

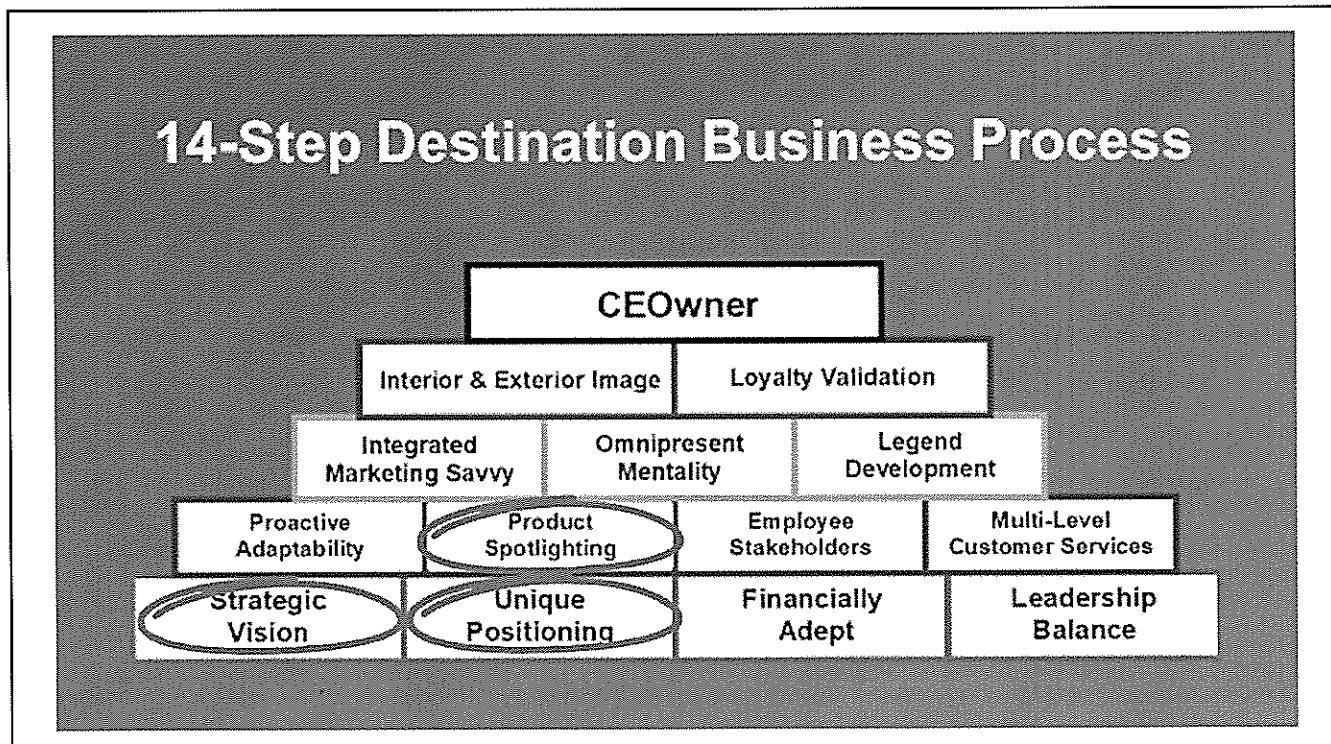
THE SCHALLERT
GROUP

2

1

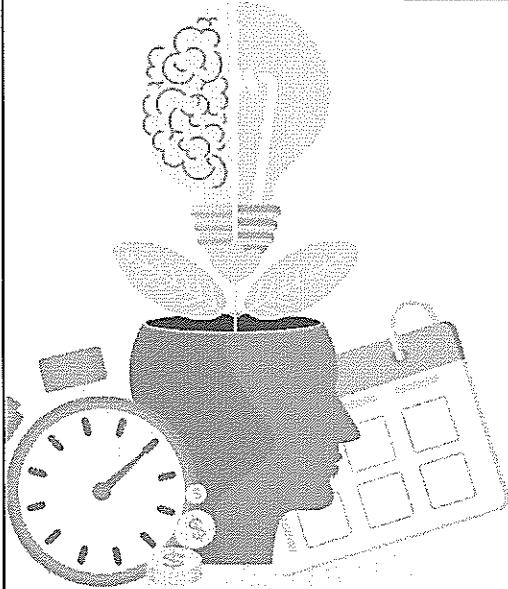


5



6

ADOPT A DESTINATION MINDSET

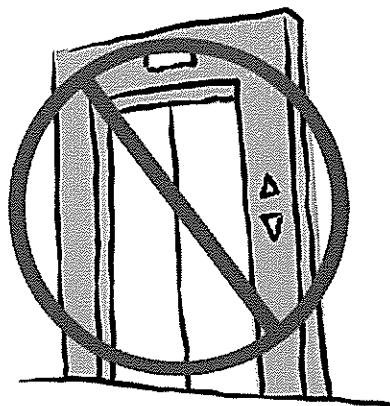


**IF YOU DON'T IMAGINE
YOURSELF
A DESTINATION,
IT WILL NEVER HAPPEN**

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



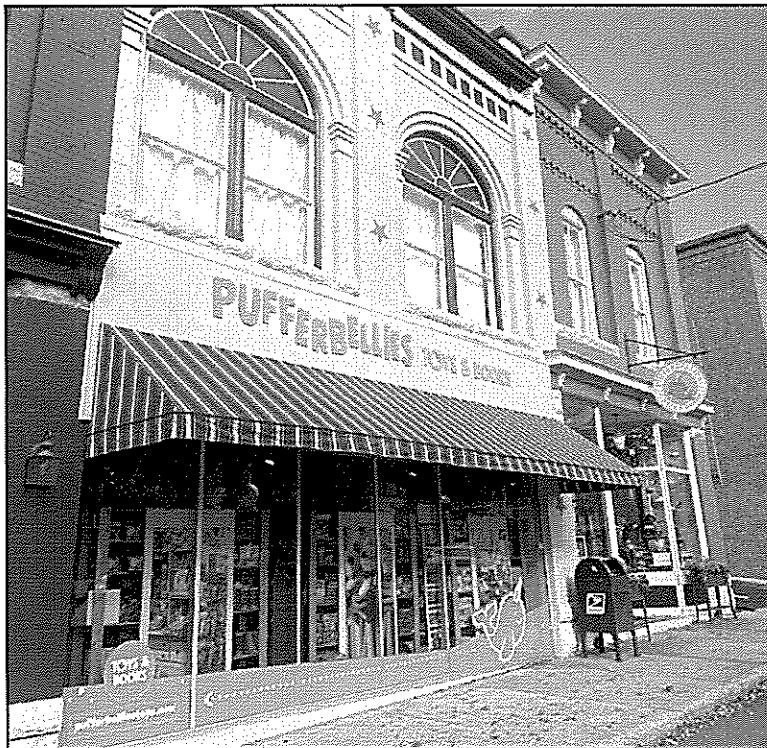
SPANAWAY, WA

17

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



18



STAUNTON, VA

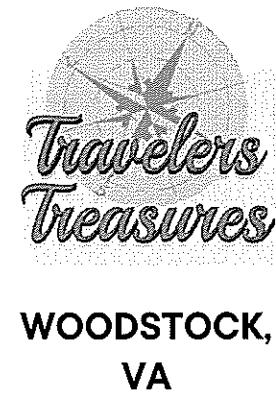
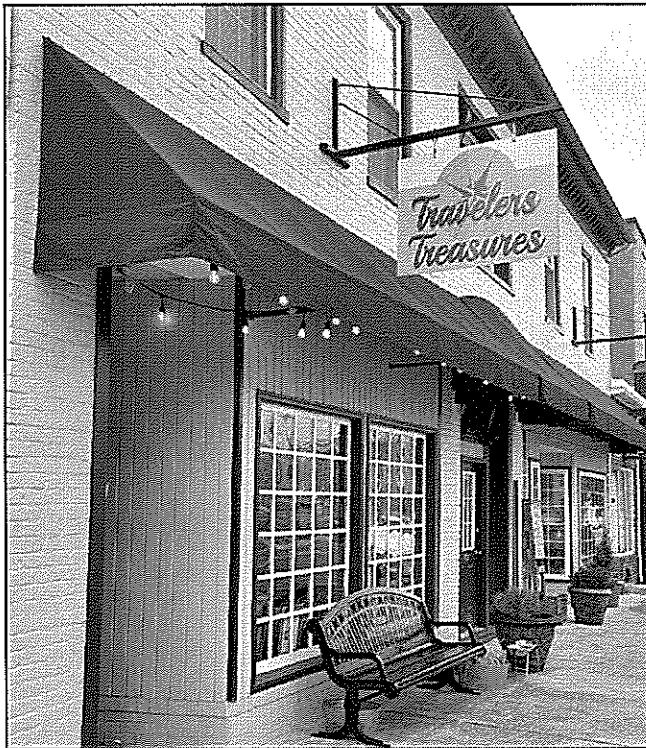
21



VALENTINE SURPRISE

EASTER BYOB

22



WOODSTOCK,
VA

25

VETERAN OWNED
AND PRODUCED
HONEY, JELLY, AND
JAM
And more!



26

13