

Virginia SBDC
Management Training Report

Event Information

		Center & Event #:		70-2023-11
Event Title	The Power Of Networking	Start Date	10/20/2023	Start Time 10:00:00 AM
Site	LRCC	End Date	10/20/2023	End Time 11:00:00 AM
City, State & Zip	Middletown, VA 22645	Sessions	1	Program SBDC
				Sub-Program Not Set
				Reviewed By ckriz
Event Topic	Marketing/Sales	Total Hours	1	Entry Person & Date ckriz on 11/27/2023 8:09:34 PM
Program Format				Language English

Number of Attendees

Total Attendees	In Business	11	Active Duty	0	Asian	0	Native Amer.	0
12	Disabled	1	Veterans	1	Black	2	Pacific Islnd.	0
Underserved	Women	8	Service Disabled Vet.	0	North African	0	White	10
9	LGBTQ	0	Reserve/Nat. Guard	0	Middle Eastern	0	Hispanic	1
			Spouse of Military Member	0				

Resources Participating

<input type="checkbox"/> SBDC	<input type="checkbox"/> Educational Institution	<input type="checkbox"/> Online Training Resource	SBA Office: None
<input type="checkbox"/> SCORE	<input 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	12	\$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

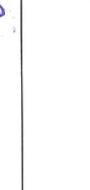
Standard Fee \$	Web Info: Address, Directions, URL, etc.	Misc. Public Information
\$0.00		
Alternate Fee \$		
\$0.00		

Power Up Your Business Conference

The Power of Networking Breakout Session

Friday, October 20, 2023

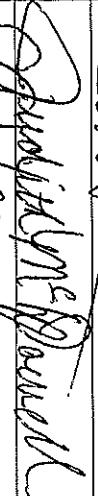
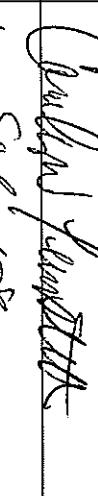
Print Name Company Signature

1	Pachel Wood	Indulgence by Pachel	
2	Becky Stickley	Bucky Stickley Coaching	
3	KRAVCHENKO OLEKSI	Mr DeJokes Company LLC	
4	Lisa Price	Launch Point	
5	Wilt Stern	REI	
6	Sam Higgin	The River M.3	
7	Robin Owens	Game Plan Career Prep	
8	Scott Fine	StarSke Spectre Chasers	
9	Nancy Schrock	Cedar Grove Photography, LLC	
10	Hannah Wetzer	Reks Charters	
11	Benson Martinez	Crown Innovation Consulting, LLC	
12	Alexandra Reinhardt	Good News Coffee Co	
13	Shay Wiers	Creekside Ins	

Power Up Your Business Conference

The Power of Networking Breakout Session

Friday, October 20, 2023

	<u>Print Name</u>	<u>Company</u>	<u>Signature</u>
14	Sierra Collins	SLC	
15	Judith McDowell	Smiling Smiles	
16	SPBA REACH	REAL PROPERTY MANAGEMENT	
17	Troyce Dennis	Standby RPLS / LEGAL SHIELD	
18	Delta Deltina	Owner of Winchester Board	
19	Emile Smith	Ms Apricity 4 u	
20	Carlyn Triplett	Artisan Plumbing	
21	EKA KAROTIS	Nature Transformation Wisdom School	
22	Jacquie	McNamee LLC	
23			
24			
25			
26			

Patti Solenberger is Director of Marketing and Merchandising at Solenberger's True Value Hardware, Wife of John Solenberger, Mom to their four children and best of all, Maw-maw to 6 wonderful grands. Solenberger's True Value Hardware is an enduring legacy and time-honed stewardship which has served our tri-state area for 135 years. Family owned and operated for five generations we have weathered the storms of World War 1, The Great Depression, World War 2, the Korean Conflict, Vietnam, financial booms and busts, the dreaded estate tax, two pandemics and are currently thriving as a brick and mortar business in an e-commerce world.

The Power of Networking

Patti Solenberger

1

Agenda

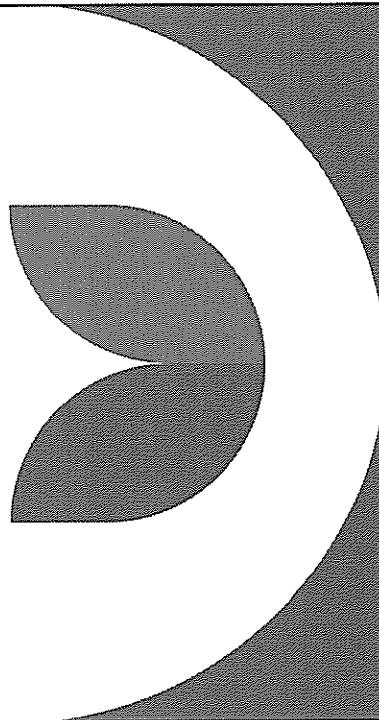
- Introduction
- Definition of Networking
- Ethics of Networking
- Networking Strategy
- Networking Follow Up

2

1

Introduction

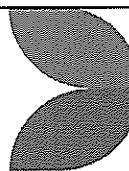
Patti Solenberger
Director of Marketing
Solenberger's Hardware



3

Definition of Networking

- Searching for connections that translate into an opportunity to develop relationships with people/companies you may do business with in the future
- Key element of a marketing plan
- Plays a big part in raising the profile of your company
- Helps you make close and valuable connections that allow for an exchange of knowledge and advice, which equals mutually beneficial relationship



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4

Ethics Of Networking

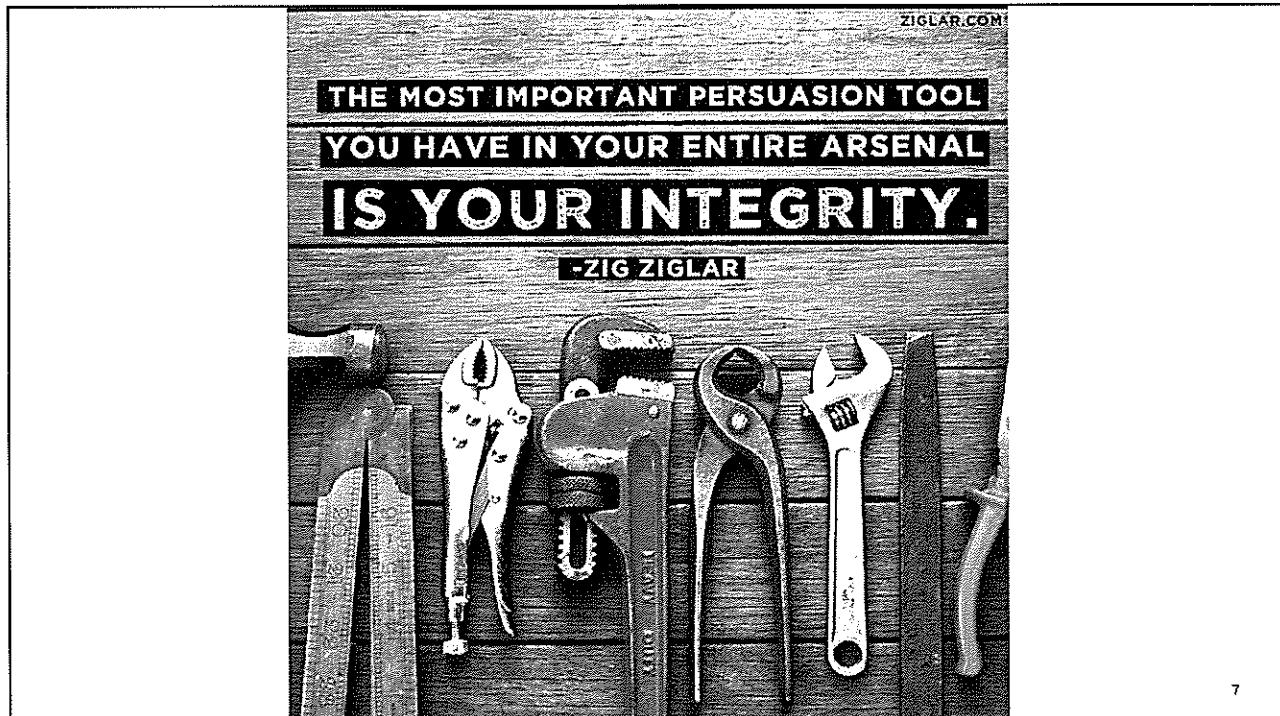
- Do unto others as you would have others do unto you
 - Be trustworthy
 - Be honest
 - Be kind
 - Be genuine

5

5



6



7

A large, stylized white circle with a dark gray shadow on the left and a dark gray leaf-like shape on the right, set against a white background. Inside the circle, the title 'The Three W's' is centered in a bold, sans-serif font. Below the title, the section 'Who Does Networking Benefit' is introduced. A bulleted list follows, detailing the benefits for businesses and employees.

The Three W's

Who Does Networking Benefit

- All Businesses and non-profit organizations
- All employees from support staff to CEO, it's a shared responsibility

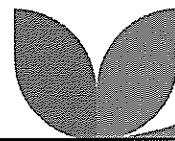
8

The Three W's

Why Do We Network

- To establish and develop relationships with people, companies and non-profits because connections translate into opportunities
- Different for everyone, depending on what you are seeking to accomplish

9



The Three W's

Where Do We Network

Traditional Ways:

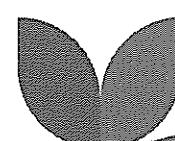
Networking Groups:

- Top of Virginia Regional Chamber
- B2Bs
- Small Business Freedom Alliance
- Trade Organizations:
 - Top of Virginia Builders Association
- Private Clubs:
 - Country Clubs
 - Eagles
 - Moose
 - Veteran Organizations
- Civic Organizations:
 - Kiwanis
 - Lions
 - Ruritan
 - Civitan
 - Rotary

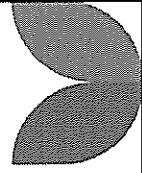
Non-Traditional:

- Hobby Clubs
- Business Symposium
- Places of Worship
- Trade Shows
- Social Media:
 - LinkedIn
 - Facebook
 - Instagram
 - Alignable
 - MeetUp

10



10



#supportlocaleverything
#communitybuilder
#powerupyourbusiness

11

11

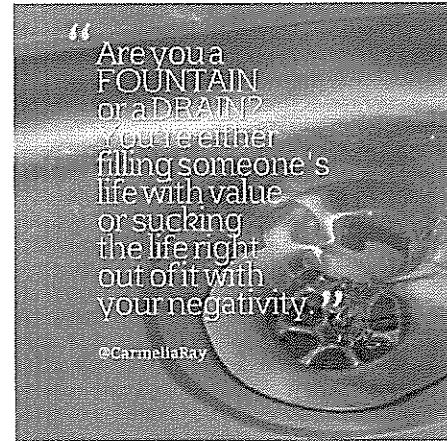


12

12

Develop Your Networking Plan

- Once you join a group, become a contributing member
 - Use your talents and abilities to help the organization



13

13

Develop Your Networking Plan

- Know your purpose, don't just party, what is your intention
- Wear your smile and nametag (wear on right side for the hand shake)

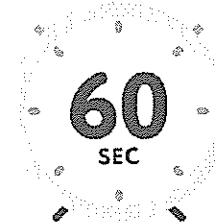


14

14

Develop Your Networking Plan

- Always have business cards and swag
- Let people know in 60 seconds or less:
 - Who you are
 - What you do (goods and services your company provides)
- Ask: What is something I can do to help your business



YOUR BUSINESS IS THE SOLUTION TO SOMEONE'S PROBLEM!

15

15

Develop Your Networking Plan

FOLLOW UP: Be consistent, be encouraging, be relational

- Send note: Thank you card or email (something personal and helpful, not selling)
- Follow on social media
 - Comment on posts
 - Share posts
 - Invite friends to like your social media pages
- Schedule business lunch (or coffee, it's cheaper & quicker)

16

16



17

17

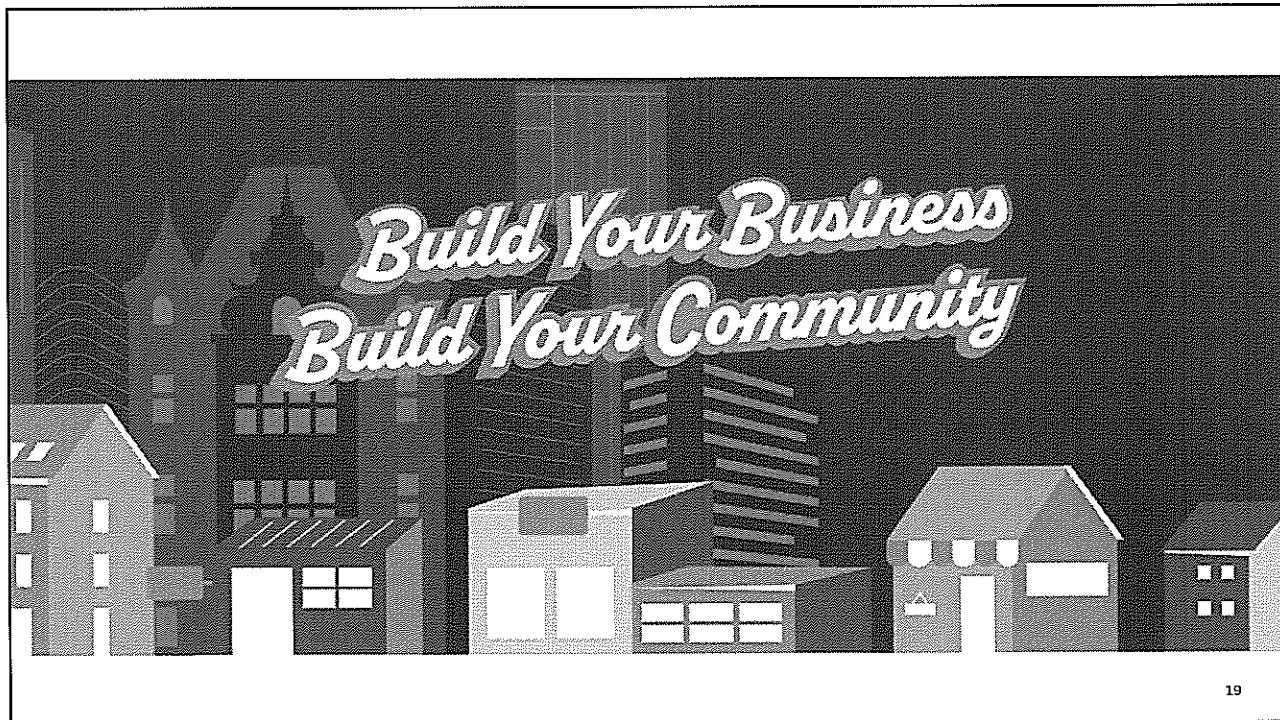
Final Thoughts

Networking leads to collaboration – think business partnerships, new areas of business expansion and my all time favorite: helping non-profit organizations.

**IF YOU BUILD YOUR COMMUNITY,
YOU WILL BUILD YOUR BUSINESS!**

18

18



19

19

Thank you

Patti Solenberger

psolenberger@solenbergerhardware.com

www.solenbergerhardware.com

www.facebook.com/solenbergerstruevaluehardware



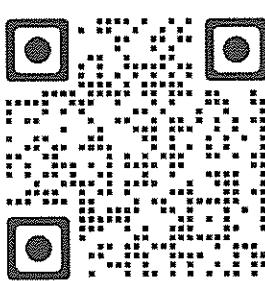
Website



Facebook



YouTube



Instagram

20

SBDC
Summary of Training Evaluations
(Attach to Form 888)

Title of Training:

The Power of Networking

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)

14 X 5 = 70

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

74 (a)

Total Number of Forms Received

15

Total Number of Attendees

22

Percentage of Response

68%

Total Number of Forms Received

15 (b) X 5 = 75 Maximum Score (c)

Divide (a) by (c) = 99% Level of Satisfaction

Divide (a) by (b) = 4.93 Average Score



SBDC Training Course Evaluation

Name of Training Class **The Power of Networking**
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.	Patti Solenberger	✓				
5. Overall, the training was worth my time and investment.		✓✓				

Additional comments:

THANK YOU!

What other topics you would like to see offered? _____



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Additional comments:

What other topics you would like to see offered? _____



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Additional comments:

Very friendly & encouraging. Practical subject matter!

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5. Overall, the training was worth my time and investment.		✓				
Additional comments:		<i>great pointers</i>				

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Additional comments:

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Date **10/20/23**
Location **Middletown, VA**

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

Additional comments:

Patti is so knowledgeable, Love her energy and how willing she is to help any local owned business.

What other topics you would like to see offered? _____



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		✓				
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Additional comments:

Great Presentation

What other topics you would like to see offered? _____



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Additional comments:



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Additional comments:

I so appreciate the tips of networking,
especially the followup

What other topics you would like to see offered? _____



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Additional comments:

So good Patti is amazing

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