

Virginia SBDC

Management Training Report

Event Information

Event Information			Center & Event #:	70-2023-11
Event Title	Start Date	Start Time	Program	Event Status
The Power Of Networking	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 8:09:34 PM	
Event Topic	Program Format		Language	
Marketing/Sales			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 IsInd.	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


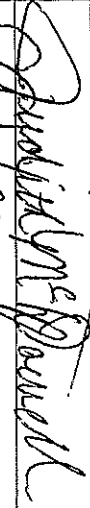
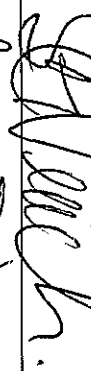

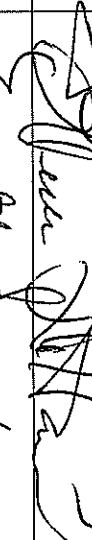




Friday, October 20, 2023

Print Name		Company	Signature
1	Rachael Wood	Indulgence by Rachael	[Signature]
2	Becky Stickley	Becky Stickley Coaching	[Signature]
3	KRAVEMENKO BLEKSH	Mr Dealers Company LLC	[Signature]
4	Lisa Price	Church Point	[Signature]
5	Wick Snow	Roll	[Signature]
6	SAM HIGDON	The River 45.3	[Signature]
7	Robin Owens	Game Plan Career Prep	[Signature]
8	Scott FINE	5-star Executive Charters	[Signature]
9	Nancy Schrock	Cedar Grove Photography, LLC	Nancy Schrock
10	HAROLD WETZEL	GEAR'S CHARITERS	[Signature]
11	BENSON MARTINEZ	CROWN INNOVATION CONSULTING LLC	[Signature]
12	Alexandrea Reinhardt	Good News Coffee Co	Alexandra Reinhardt
13	Shae WEBB	Creekside Trns	[Signature]

Power Up Your Business Conference

The Power of Networking Breakout Session

Friday, October 20, 2023

Print Name	Company	Signature
14 Sierra Collins	SIC	
15 North McDowell	Kindness Smiles	
16 SHAR VACH	REAL PROPERTY MANAGEMENT	
17 Joyce Dunsen Stomberg	PLS1/LEGAL SHIELD	
18 Della Deltera	Women of W. Leicester Beach	
19 Elvhe Smith	It's A Priority 4 u	
20 Carolyn Triplet	Artisan Plumbing	
21 EKA KAPOTS	Nature Transformation Wisconsin School	
22 Jaguette	Manna 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

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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Ethics Of Networking

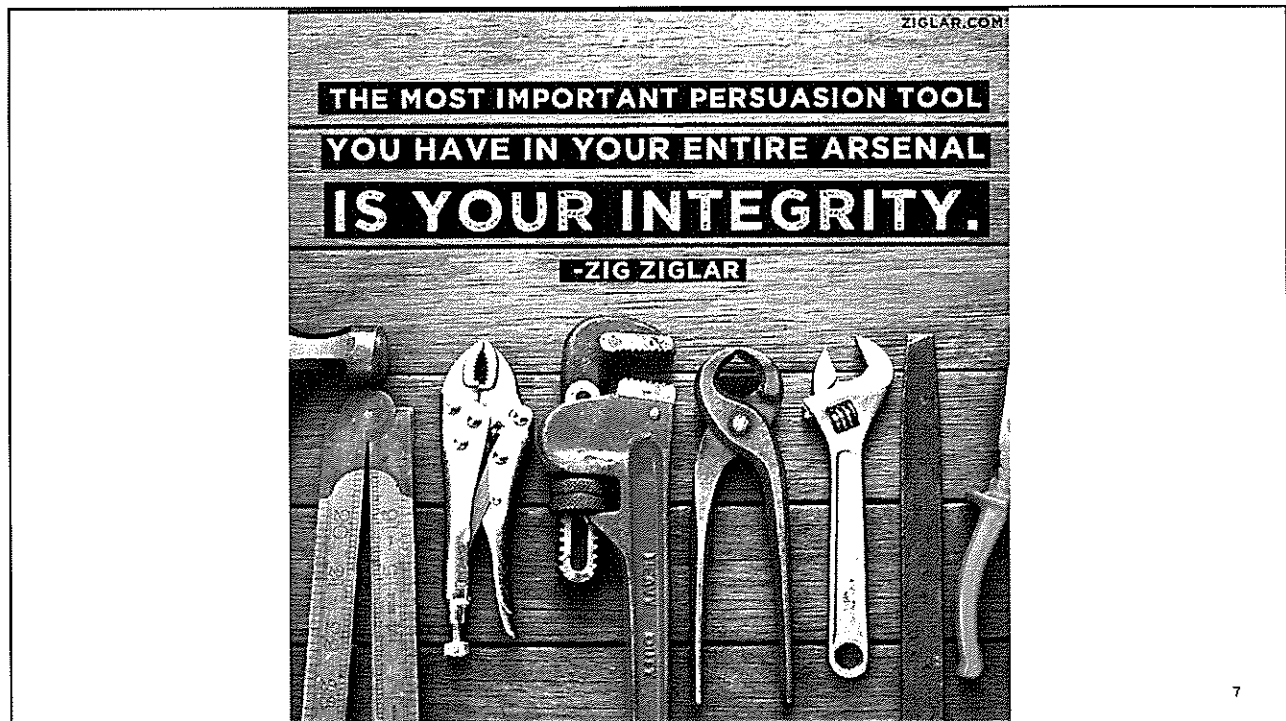
- Do unto others as you would have others do unto you
 - Be trustworthy
 - Be honest
 - Be kind
 - Be genuine

5

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The Three W's

Who Does Networking Benefit

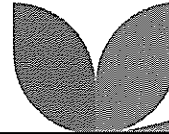
- All Businesses and non-profit organizations
- All employees from support staff to CEO, it's a shared responsibility

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

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

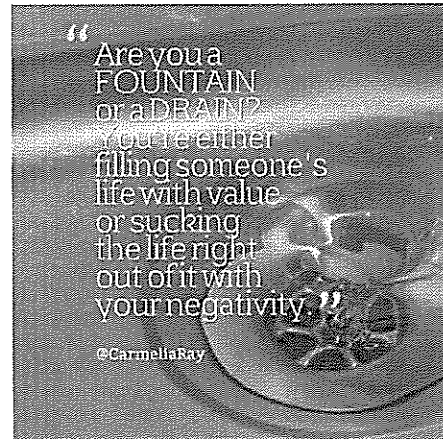


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Develop Your Networking Plan

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



13

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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)

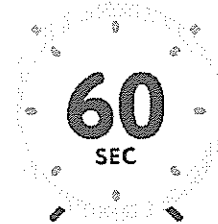


14

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!

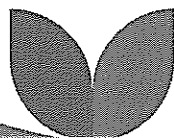
15

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

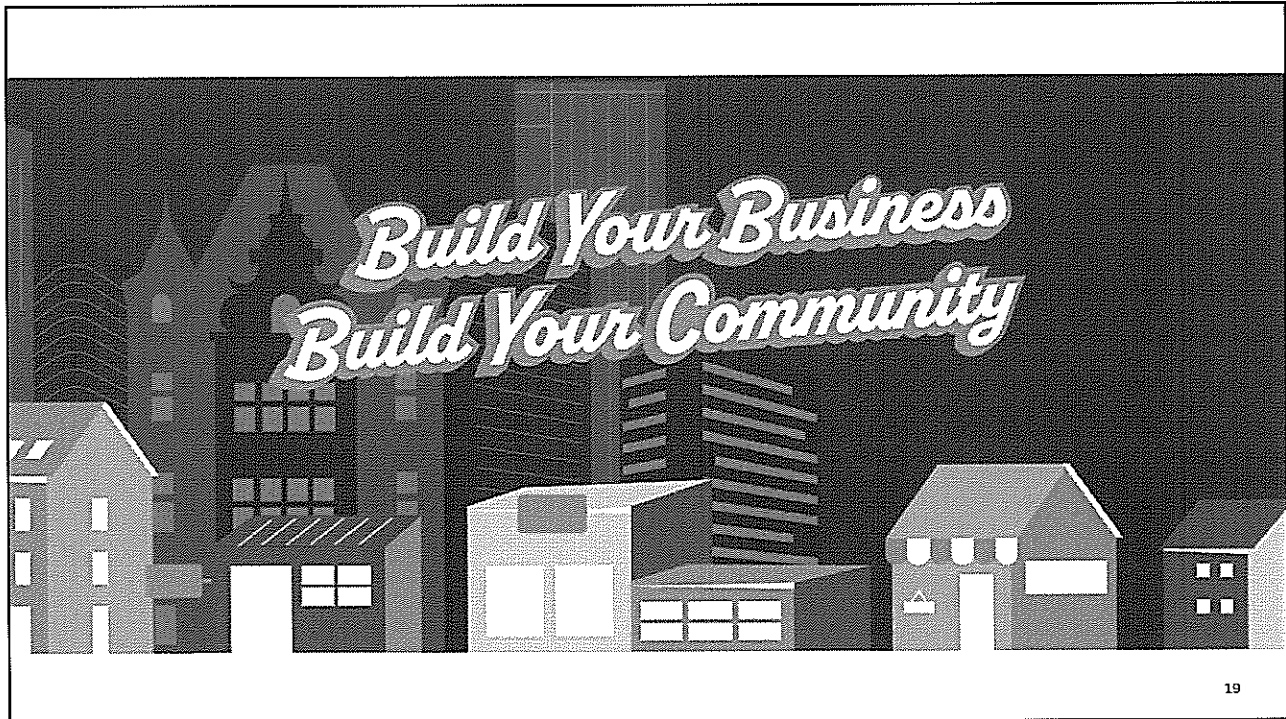
Final Thoughts

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

Thank you

Patti Solenberger

psolenberger@solenbergerhardware.com

www.solenbergershhardware.com

www.facebook.com/solenbergerstruevaluehardware



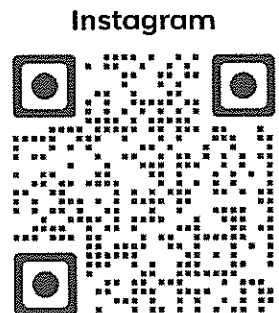
Website



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)	<u>14</u>	X	<u>5</u>	=	<u>70</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					<u>74 (a)</u>

Total Number of Forms Received	<u>15</u>
Total Number of Attendees	<u>22</u>
Percentage of Response	<u>68%</u>

Total Number of Forms Received	<u>15 (b)</u>	X	<u>5</u>	=	<u>75</u>	Maximum Score (c)
	Divide (a) by (c)	=	<u>99%</u>	Level of Satisfaction		
	Divide (a) by (b)	=	<u>4.93</u>	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:

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

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

Additional comments:

very friendly & encouraging- practical subject matter!

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		<input checked="" type="checkbox"/>				
5. Overall, the training was worth my time and investment.		<input checked="" type="checkbox"/>				

Additional comments:

great pointers

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Additional comments:

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

Additional comments:

Great Presentation

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Additional comments:

I so appreciate the tips of networking, especially the follow up

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Additional comments:

So good. Patti is amazing

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