



**Small Business Development Center
Bucknell University**

Helping businesses start, grow, and prosper.

Visual Merchandising & Display for Main Street Businesses

Presented by Cherie Ross, Main Street Manager, Mifflinburg

Thursday, March 29, 2012, 10am – noon

Mifflinburg Bank Community Room

250 E. Chestnut Street, Mifflinburg

Who should attend:

Small business owners interested in learning how to maximize the effects of their storefront and interior displays should attend this seminar.

What you will learn:

The first impression many customers have of your business may develop from the visual effects of your public display. We will discuss the following topics at this seminar:

- **Why do we display?**
- **Color and texture**
- **Line and composition**
- **Light and lighting**
- **Window and interior display techniques**

About the speaker:

Cherie Ross is the Main Street Manager in Mifflinburg, PA. She has worked with small businesses for more than ten years following her career as Vice-president of Marketing & Public Affairs for C. Mason Ross Associates, Inc. Her background also includes grant writing and administration, nonprofits, survey research and polling, and regional education for a national skilled nursing/long term care company.



Registration is required. Complete the application today!

I plan to attend

_____ “ Visual Merchandising & Display for Main Street Businesses”
March 29, 2012, 10am - noon, Mifflinburg Bank Community Room, 250 E Chestnut St,
Mifflinburg

This event is FREE.

Register online at <http://www.bucknell.edu/script/sbdc/seminars.asp>, or by calling
(570)577-1249, or email SBDC@bucknell.edu.

Name _____ Business _____

Address _____

City, State, Zip _____ Phone _____ Cell _____

Email _____

Please check all that apply:

____ Business Owner ____ SBA Loan Recipient ____ SBDC Client ____ Male ____ Female

____ Veteran ____ Disabled ____ Minority Person ____ Unemployed ____ Student

Add to SBDC mailing list? ____ Yes ____ No

All SBDC programs are non-discriminatory and open to the public. Reasonable arrangements for persons with disabilities will be made, if requested at least two weeks in advance. Please contact Shelley Gadoury at (570)577-1249

Any necessary changes to the seminar schedule due to weather or other emergencies may be viewed at <http://www.bucknell.edu/script/sbdc/seminars.asp> Registrants will be contacted by email or phone.





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**BUCKNELL SMALL BUSINESS DEVELOPMENT CENTER
An accredited affiliate of a
national network of
Small Business Development Centers**

The Bucknell SBDC was created in 1978 and is located in the Dana Engineering building on the university campus.

The purpose of the SBDC is to serve as an educational research resource for small businesses. We help small business owners enhance their knowledge of business management through individual consultations, seminars, and pre-business workshops. We also help small businesses obtain data and analysis that are generally unobtainable to them on their own.

With the exception of seminars, the counseling services provided by the SBDC are free. Funding is received from the U.S. Small Business Administration, the Commonwealth of Pennsylvania and Bucknell University.

In addition to SBDC staff consultants, Bucknell faculty and staff along with student interns are used to provide counseling services for small businesses.

Areas of assistance provided by the SBDC include:

- Accounting and recordkeeping
- Applied engineering services
- Business startup procedures
- Business plan development
- Financial analysis
- Human resources
- Marketing and sales

Request free and confidential consulting at <http://www.bucknell.edu/x8148.xml>.

View the complete seminar schedule at <http://www.bucknell.edu/script/sbdc/seminars.asp>

Bucknell SBDC Staff

Steve Stumbris: Interim Director
Maureen Hauck: Assistant Director, Business Consulting
Judy Christ: Administrator, Education & Finance
Shane Cohen: Manager, Engineering Development Services
Brenda Holdren: Business Analyst
Shelley Gadoury: Office Assistant

Contact the Bucknell SBDC at (570)577-1249, or (866)375-6010; email SBDC@bucknell.edu.

Visit the SBDC website <http://www.bucknell.edu/sbdc>

Co-sponsors of the Bucknell SBDC business education programs include the Commonwealth of PA; Brush Valley, Central PA, Greater Susquehanna Valley, Middlecreek Valley and Perry County Chambers of Commerce; Watsontown Area Business Association (WABA); The Daily Item and Standard-Journal; and Inc. and Susquehanna Business Life magazines.

