



**For Immediate Release**  
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**CENTRAL VIRGINIA SMALL BUSINESS DEVELOPMENT CENTER AND  
ORANGE COUNTY TOURISM TO PRESENT MARCH BUSINESS  
DEVELOPMENT WORKSHOP**

Orange County, VA – The Orange County Tourism Office, in collaboration with the Central Virginia Small Business Development Center (CVSBDC), is hosting a FREE business development opportunity. A workshop led by retail and restaurant expert, Marc Willson, ***Customer Service Reimagined***, will be offered at Gordonsville City Hall located at 112 S. Main Street Gordonsville, Virginia on Wednesday, March 4, 2020, from 4:00 p.m. to 5:00 p.m.

The workshop and Q&A session are targeted for those individuals in local specialty retail and restaurant businesses interested in gaining new insight on current marketing trends, business practices, and customer service insights to set their business apart. Topics will include: review of industry trends; discussion on how to more effectively compete in a changing world; best TIPS to get customers in the door – and keep them coming back; TIPS on how to retain good employees; and how to best focus marketing efforts and best use Google My Business, Yelp and Trip Advisor.

Additionally, FREE and confidential, 1-on-1 business counseling sessions are available for those seeking feedback and advice from Marc Willson at your business location. One on one sessions are available by appointment only, please call the CVSBDC at (434) 295-8198 to schedule your appointment for Wednesday, March 4<sup>th</sup> or Thursday, March 5<sup>th</sup> in the Orange County area.

Although these events are FREE to all local businesses, space is limited. To ensure a seat at the workshop, businesses can pre-register online <https://www.centralvirginia.org/events/customer-service-reimagined-orange-county/> or by phone at (434) 295-8198.

For more information, please contact Lori Landes-Carter at the Orange County Tourism Office at (540) 661-5324 or [lcarter@orangecountyva.gov](mailto:lcarter@orangecountyva.gov) .

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