



CALVERT COUNTY DEPARTMENT OF ECONOMIC DEVELOPMENT

175 Main Street
Courthouse
Prince Frederick, Maryland 20678
Phone: (410) 535-4583 • (301) 855-1880
<http://www.eocalvert.com>

Director
Linda S. Vassallo

Board of Commissioners
Gerald W. Clark
Linda L. Kelley
Wilson H. Parran
Susan Shaw
Barbara A. Stinnett

News Release

FOR IMMEDIATE RELEASE

Date: | October 2, 2008
Contacts: Danita Boonchaisri, Marketing/Communications Specialist
410.535.4583 E-mail: danitab@co.cal.md.us
Mark Volland, Public Information Specialist
410.535.4583 E-mail: vollanrm@co.cal.md.us

Small Business Development Center Offering Workshop for Retail and Restaurant Owners

PRINCE FREDERICK, Md. – October 2, 2008 – The Southern Region Small Business Development Center (SBDC) will offer a free workshop entitled “Sustaining Profit and Position in a Changing Economy” on October 23, 8 - 10 a.m. at the Holiday Inn Express in Prince Frederick.

The workshop, co-sponsored by the Calvert County Department of Economic Development and the SBDC, is tailored for retail business and restaurant owners. Business owners and senior managers looking for creative ways to overcome the challenges of today’s volatile market will learn about adjusting retail store or restaurant operations to meet current conditions.

Participants will join their professional peers and learn how to:

- Recapture market share by adapting to changing customer behavior and buying patterns when discretionary income is dwindling;
- Re-examine business priorities and best practices relative to changing consumption patterns;
- Reassess opportunities with a focus on financial and operational issues; and
- Revitalize sales and service techniques to keep business viable.

The workshop will be led by Casey Willson, a 35-year veteran of the retail, restaurant and tourism industry. Prior to joining the MD SBDC, Willson served as founder and president of the Willson Company, a consulting firm that won several MAXI Awards from the International Council of Shopping Centers for its innovative training and customer service programs. Willson develops course content based on changing trends and federal/state economic indicators.

For registration information, contact the SBDC main office in La Plata, Md., at 301-934-7583, e-mail Maria Dorsett at mdorsett@csmmd.edu or visit online at www.sbdchelp.com.

Small Business Development Center Offering Workshop

October 2, 2008

Page 2

The SBDC offers confidential, no-cost counseling and low-cost business training and resources to new ventures and existing businesses throughout Maryland.

For information about Calvert County, Md., or the Department of Economic Development, call 410.535.4583 or 800.331.9771, e-mail info@ecalvert.com or visit online at www.ecalvert.com.

###