

HOSTED BY VIRGINIA MAIN STREET AND THE DOWNTOWN FRANKLIN ASSOCIATION

Preliminary Agenda

Wednesday, July 21

7 p.m. Welcome reception at Fred's
Restaurant, 107 South Main Street

Day One, Thursday, July 22

8 a.m. Attendee arrival

8:30 Welcome and overview

9 Downtown business recruitment and
retention
*Eddie Bumbaugh, Harrisonburg
Downtown Renaissance*

9:50 Break

9:55 Thinking and acting more like a
developer
*Todd Barman, National Trust Main Street
Center*

11:05 Break

11:15 The power of downtown
entrepreneurship
*Chuck D'Aprix, The Downtown
Entrepreneurship Project*

12:35 p.m. Lunch on site

1:30 Cultivating a downtown marketplace:
Long term economic restructuring
programs panel
*Julie Markowitz, Staunton Downtown
Development Association
Jo Kelley, Altavista On Track
Michele White, Culpeper Renaissance,
Inc.*

2:30 Break

2:40 Visualizing a downtown marketplace:
How to make your Main Street 3D using
Google Earth and Sketch-up
Andrew B. Moore, Glave & Holmes

3:40 Break

3:45 Introduce day two's downtown
entrepreneur open topic conversation
Doug Jackson, Virginia Main Street

4:00 Hatching new businesses at the
Franklin Business Incubator
*Nancy Parrish, Franklin Southampton
Economic Development, Inc.*

4:30 Tour Franklin Business Incubator or
shop downtown

6:00 Dinner and *We Be Jammin'* concert at
Barrett's Landing

Day Two, Friday, July 23:

7:30 a.m. Full breakfast

8:30 Downtown entrepreneur open topic
conversation
Doug Jackson, Virginia Main Street

9 A field guide to the downtown
entrepreneur
*Marc Willson, Virginia Small Business
Development Center Network*

10 Break

10:15 Small group discussion #1

11:00 The big switcheroo

11:10 Small group discussion #2

12:05 p.m. Wrap up

12:30 Adjourn - lunch in town

12:45 Southern Virginia Downtown
Interchange

4:00 Adjourn and shop downtown

Detailed agenda >> [URL](#)

Speaker biographies >> [URL](#)

Accommodation Information

A block of rooms are reserved at several inns and local bed and breakfasts:

- ❑ Comfort Inn, \$59 - \$68/night, 1620 Armory Drive, (757) 569-0018
- ❑ Super Eight Motel, \$58 - \$62/night, 1599 Armory Drive, (757) 562-2888
- ❑ Pace House B&B, \$85/night, 800 W. 2nd Avenue, (757) 516-6263
- ❑ Wyndie Crest B&B, \$130 - \$250, 1034 Clay Street, (757) 304-9051

In order to take advantage of these special group rates, make your reservations by July 16 and mention group code "Main Street" when booking. Room options range from a double room to a mini suite. Guests must ask for the rate at the time of booking.

An opening reception at Fred's Restaurant is scheduled for Wednesday, July 21 at 7 p.m., so consider staying in Franklin the night before the training.

Registration Fee and Deadline

<i>Thursday, July 22 Day One Includes</i>		<i>Friday, July 23 Day Two Includes</i>
<ul style="list-style-type: none"> • Morning and afternoon refreshments • Toolkit training sessions • Lunch buffet • Tour of the incubator 	<ul style="list-style-type: none"> • We Be <i>Jammin'</i> Concert Series • VIP tent at Barrett's Landing • BBQ and all the fixins • Evening refreshments 	<ul style="list-style-type: none"> • Full breakfast • Morning refreshments • A half-day of Toolkit training sessions

Welcome Reception, July 21, 7 p.m.

Fred's Restaurant, 107 South Main Street FREE

Full Registration

Both Days \$55

Single-Day Registration

Day One Only \$40

Day Two Only \$25

Southern Virginia Downtown Interchange \$12.50

A DHCD Project Management Office facilitated meeting and working lunch for southern Virginia communities.

The registration fees include all training materials and meals as indicated. You will receive a registration confirmation by e-mail with an agenda, directions and parking instructions prior to the training.

For more information contact

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(804) 371-7041
www.dhcd.virginia.gov/mainstreet

****Deadline for registration is July 16, 2010.**