



ESSENTIALS WORKSHOP

An overview of the Main Street
Four Point Approach™
focusing on organization and promotion

Location

**The General Francis Marion
Hotel and Conference Center**

107-109 East Main Street



For two information-packed days, Main Street professionals and volunteers will come together for a back-to-basics revitalization boot camp on the organization and promotion of the Main Street Four Point Approach™. The workshop will offer tools and resources for new and experienced leaders of both designated Main Street communities and those just beginning to explore revitalization strategies.

This workshop provides a focused look at key concepts and Main Street how-tos, a primer on fund development, board engagement and retail promotions. In concurrent breakout sessions, we will explore tips on creating buy-local campaigns, partnering with other community organizations and structuring effective marketing campaigns.

Hosted by the Virginia Main Street Program and Marion Downtown Revitalization Association

Tuesday, Sept. 18 Pre-Workshop Event

- Welcome Reception
7 p.m.

General Francis Marion Hotel

Tuesday's reception will feature live music by Marion's own H.B. Beverly, a soloist who's just moved back from Myrtle Beach, playing stints at Margaritaville and Cheeseburger in Paradise. H.B. plays a variety of singer-songwriter "feel good" music. He is famous for his "Buffett Buffet!" We'll be pickin' and grinnin' from 7-9 p.m., with a cash bar, on the hotel patio overlooking Main Street!

Wednesday, Sept. 19

Day One Includes

- Morning and afternoon refreshments
- Essentials workshop sessions and materials
- Downtown tour
- Bluegrass and BBQ dinner event

Thursday, Sept. 20

Day Two Includes

- Morning and afternoon refreshments
- Essentials workshop sessions and materials
- Lunch buffet

Full Registration

Both Days \$75

Single-Day Registration

Day One Only \$50

Day Two Only \$40

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

****Deadline for registration
is Sept. 7, 2012.**

Guest Speaker

Kathy LaPlante, Senior Program Officer
National Trust Main Street Center

Kathy La Plante joined the National Trust Main Street Center (NTMSC) staff as a program officer in May of 2007. She has worked in the Main Street field since 1989. La Plante works with organizations throughout the U.S. and has primary contract responsibilities for the New Mexico, Oakland County, Michigan, Arkansas, Delaware, Virginia, Maryland, Wisconsin and Oregon Main Street programs. Prior to joining the NTMSC, she served as the Director of the New Hampshire Main Street Center, from 1996-2007. She was responsible for initiating the New Hampshire statewide, nonprofit Main Street Program, and providing comprehensive downtown revitalization technical assistance to 23 designated communities. From 1989-1996, La Plante was the Executive Director of the Chippewa Falls (WI) Main Street Program. In 1996, under her direction, Chippewa Falls received the Great American Main Street Award, recognizing it as one of the top five downtown revitalization programs in the nation. As an independent consultant, La Plante has worked with communities in Arkansas, Minnesota, Iowa, North Dakota, Vermont, Rhode Island, Wisconsin and Maine. Prior to working in downtown revitalization, La Plante spent 12 years in retail management at Oakwood Pharmacy and Gifts in Eau Claire, Wisconsin and 10 years as manager of Spurgeon's Department Stores in Wisconsin, Minnesota and Iowa.

Norma Ramirez de Miess, Senior Program Officer
National Trust Main Street Center

Norma Ramirez de Miess comes to the National Main Street Center's team of field services staff after successfully leading the Downtown Neighborhood Association of Elgin, one of the largest and most diverse nationally-accredited Main Street programs in Illinois. Under her leadership, Elgin went from completing designation in 2001 to achieving premier community status. The program received more than 20 state and local awards for improvement projects, business development efforts, successful events, marketing initiatives and strong partnership development.

Named among the 25 most influential Latino leaders in the suburbs of Chicago, Ramirez de Miess' result-driven leadership is focused on building organizational value by delivering direct benefit programming and services. Her personal approach in connecting with people is founded on building relationships of trust to develop strong partnership and volunteer support. Her multicultural background is a solid asset in understanding increasingly diverse communities. As a regular national conference speaker, she shares strategies to utilize the assets of a multicultural population. Before moving her family to Texas, Ramirez de Miess was honored with a proclamation from the City of Elgin for her leadership support in the Elgin community.

Accommodation Information

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

The General Francis Marion Hotel and Conference Center

107 – 109 E. Main Street,
(276) 783-4800, www.gfmhotel.com
Featured in National Geographic "Traveler" Magazine, AAA Three-Diamond Hotel with 250-seat conference center in the heart of historic downtown Marion. 24 rooms are available at \$80, with other rooms starting at \$104. Continental breakfast is included.

Hungry Mother State Park

2854 Park Blvd, (276) 781-7400
25 two-bedroom cabins, each sleeping six people are \$101.85 per night. Reserve by calling 1-800-933-PARK.

The Lincoln House B&B

305 N. Church, (276) 781-0804
This B&B is located in a turn-of-the-century Victorian home and just a short walk from the host hotel.

Teapot Lodge

2240 Teapot, (276) 783-4745
It is a short ride, just minutes from downtown, but you will be blown away by the tranquility of this charming B&B, just steps from Hungry Mother State Park and owned and operated by Marion Downtown's treasurer, John Saunders, and his wife, El.

Comfort Inn

5558 Lee Highway, (276) 783-2144
This hotel is a 10-minute drive to downtown. Rates are \$70 plus tax and includes a continental breakfast.

In order to take advantage of these special group rates, make your reservations by Sept. 14, and mention group code "Virginia Main Street" when booking. Room options vary, so guest must ask for the rate at the time of booking.

An opening reception is scheduled for Tuesday, Sept. 18 at 7 p.m., so consider staying in Marion the night before the training.