



Charting Your Course to a Vibrant Downtown



Downtown Revitalization Institute

sponsored by



Good Idea\$ in a Tough Economy

with Kent Burnes, Small Business Consultant

June 15, 2009 – 2 sessions: 1 in Hartford, 1 in New Haven

Choose the 1 that's Right for You!

Special Pricing: \$25 per person, meal included

Choose the Morning in Hartford

June 15, 2009
8:30 am – 12 noon
The Lyceum Center
227 Lawrence Street
Hartford CT 06106

Choose the Evening in New Haven

June 15 2009
6:00 – 9:00 pm
Donald Jones Auditorium, CT Agricultural
Experiment Station
123 Huntington Street
New Haven, CT 06511

Who Should Attend?

- Business Owners
- Property Owners
- Municipal Officials
- CT Main Street Programs

“If you are a small business owner, elected official or municipal staff, you should seriously consider taking 3 hours out of your day to attend this workshop!”

Workshop Topics

I. How the business community and the municipality can work together to:

- Drive sales to local business
- Move out excess inventories
- Find credit

II. Business Owners: a check-list that will help you **increase** your sales and market share

- 5 places to find money in your business!
- Give discounts, clear out inventory AND make more money!
- SMART pricing strategies!
- How to find customers that are STILL buying in your area!
- and much more!

III. Changes you should be prepared to make

- Employees
- Customers & customer service
- Image
- Price
- Product
- Location & advertising

Straight Talk from Kent Burnes



“This economic slowdown feels like a hammer over the head to most of us. All businesses are trying to figure out how to weather the storm. This workshop is straight-forward and to the point, containing sound advice for small businesses and municipal leaders.”

Kent Burnes has been consulting with small business and municipal governments for over 27 years. He has a reputation for telling it like it is – and he will offer sound, common sense, sage advice during these trying times.

For more information, call 860-280-2337 or email info@ctmainstreet.org

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