

**CHANGED TO  
WEBINAR!**

**WEBINAR**

# **DOING RETAIL ON MAIN STREET IN THE 21ST CENTURY**

**CHANGED TO ONLINE WEBINAR!**

**LEARN HOW TO CREATE CUSTOMER  
EXPERIENCES THAT DRIVE SALES!**



**DON'T MISS THIS OPPORTUNITY TO LEARN FROM LANI LOTT!**

**BUSINESS ON MAIN STREET HAS CHANGED A GREAT DEAL IN THE LAST CENTURY, ESPECIALLY FOR RETAILERS. TODAY RETAILERS ARE FINDING IT VALUABLE TO FOCUS ON CUSTOMER EXPERIENCE TO FOSTER LOYALTY AND DRIVE SALES. BUT WHICH EXPERIENCES ARE MOST IMPORTANT TO SHOPPERS? WHICH ARE THE MOST PROFITABLE AREAS FOR RETAILERS TO FOCUS ON AND WHICH ARE THE LEAST? JOIN US TO FIND OUT!**

**FRIDAY, APRIL 3RD, 2020  
9AM - 10:30AM  
ONLINE WEBINAR  
FREE!**

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THE VALLEY SIERRA SMALL BUSINESS DEVELOPMENT CENTER IS FUNDED IN PART THROUGH A SUBCONTRACT BETWEEN OPPORTUNITY STANISLAUS AND THE UNIVERSITY OF CALIFORNIA, MERCED UNDER THE CURRENT COOPERATIVE AGREEMENT WITH THE U.S. SMALL BUSINESS ADMINISTRATION. REASONABLE ACCOMMODATIONS FOR PERSONS WITH DISABILITIES OR LIMITED ENGLISH PROFICIENCY WILL BE MADE IF REQUESTED AT LEAST TWO WEEKS IN ADVANCE. FUNDED IN PART THROUGH A GRANT WITH THE GOVERNOR'S OFFICE OF BUSINESS AND ECONOMIC DEVELOPMENT. CONTACT [INFO@VALLEYSIERRASBDC.COM](mailto:INFO@VALLEYSIERRASBDC.COM)



U.S. Small Business  
Administration