

For Immediate Release
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Nationally Renowned Retail Sales Expert Presents in Harrisonburg

Harrisonburg, Va. – The city of Harrisonburg, along with other agencies, are hosting a workshop geared toward area business owners.

Jon Schallert, of the Schallert Group, is a nationally renowned marketing expert and small business strategist, who will come to Harrisonburg this month for a full day workshop entitled, Bricks & Clicks.

This dynamic workshop will give business owners the tools for leveraging the opportunities of the shift in customers. Business owners will learn how to become a destination business, both online and in the store. Schallert is highly sought after for his ability to help entrepreneurs tweak and update their business models, boost profits by strengthening their web presence, and transitioning to experienced-based businesses.

Workshop Details

When: February 27 from 8:00 a.m. until 3:30 p.m.

Where: James Madison University Union Ballroom, 170 Bluestone Drive

Investment: \$50 for City of Harrisonburg and Rockingham County businesses, \$75 for out-of-area businesses

Registration: <http://downtownharrisonburg.org/shop-hdr/bricks-clicks-workshop>

Deadline: Registration is due by February 25

Harrisonburg and Rockingham County retail businesses attending the Bricks & Clicks workshop will also be eligible to apply to receive individualized time with website experts, social media and digital marketing gurus, or visual merchandising and window display designers. Those businesses that receive the technical assistance will then be able to apply for mini grants to implement the expert recommendations.

Partners for this workshop are the city of Harrisonburg, Rockingham County, Harrisonburg Downtown Renaissance, James Madison University, and the Shenandoah Valley Small Business Development Center. These partners were awarded a Virginia Department of Housing and Community Development grant to host the Bricks & Clicks workshop.

The City of Harrisonburg is centrally located in the Shenandoah Valley of Virginia. It is home to almost 55,000 people. More information about the City of Harrisonburg is online at www.HarrisonburgVA.gov.

