

MEC – CBP Springfield Retail Gets Disrupted at Retail Week 2018!

The SBDC at the CBP hosted its 7th annual “Northern Virginia Retail Week” in June 2018. This year’s theme was “Retail Disrupted”, and the five retail-focused workshops centered around this concept.

From what it takes to prosper as a Main Street retail store to creating and delivering memorable (and ultimately, profitable) customer experiences, each class was packed with powerful lessons for entrepreneurial success, and the schedule of events included:

- **Monday, June 18: *Making It Happen All Year Round*** with retail guru, Marc Willson and special guest, Terri Crowder, President/CEO of Northern Neck Popcorn
- **Tuesday, June 19: *Retail and Food Franchises: Good Fit or Should You Go it Alone?*** with franchise expert, Heather Rosen of FranNet of Virginia
- **Wednesday, June 20: *Connecting Service with Selling: The Fastest and Easiest Route to Sales Success*** with sales expert, Kim Fredrich
- **Thursday, June 21: *Thinking Outside the Retail Box: Lessons Learned from the World of Entertainment*** with Women’s Business Center (WBC) Director, Juli Monroe
- **Friday, June 22: *The Customer Experience Defined*** with SBDC Director, Cachet Prescott; continental breakfast will be served



In our return to Occoquan, Marc Willson received a warm welcome back, and attendees were inspired as Terri Crowder shared her own Main Street business journey and valuable advice (as seen [on the CBP Facebook page](#)). Those in the franchise workshop were thoroughly impressed with Heather’s presentation, noting how great the presentation was. Our “Connecting Service to Sales” workshop with Kim Fredrich was very well received as people raved about what they learned. Juli Monroe’s “Thinking Outside the Retail Box” class really drove home the idea of disruption (and how it pertains to retail), leading to a few visible “Ah-ha! moments” for attendees; one person even stated, “We

need to have more conversations about this whole disruption thing”. And, we ended this year’s Retail Week on a high note at the Capital One headquarters in McLean where a participant described the customer experience workshop as “a fabulous, energizing event to wrap up the week!”.

Overall, attendees raved about the classes (both in their evaluations and to other staff members), and some commented on how happy they were that they attended and how they couldn’t wait until next year’s event.