

## CBP SBDC

### Retail Week 2017: Another Successful Year!

The SBDC at CBP completed its sixth and most successful Retail Week Workshop Series from June 19<sup>th</sup> to June 23<sup>rd</sup>. The workshops were held in five separate locations throughout Northern Virginia, and included some new venues such as the Torpedo Factory in Alexandria.

This year's attendees came from a wide range of industries and sectors, including restaurants, food and apparel retailers, manufacturers, inventors, consultants, contractors, to name a few.



Panel discussion at Techshop with Callye Keen, Wayne Lifshitz, Ray Van Dyke, Kyle Barras, moderated by Miriam Gennari

In all, the workshops attracted **175** confirmed attendees, up from 149 in 2016 and 100 in 2015, with the events at the Torpedo Factory and at Techshop attracting a particularly wide audience with over 50 attendees each.

This year, new topics and new speaker were introduced in addition to the new venues:

- **Staying Relevant with Millennials**, with Marc Willson (new topic for 2017) at CBP
- **The Art of the Pivot in the Food Industry**, with Leland Atkinson, entrepreneur, caterer, former White House Chef (new topic, new speaker) at Lorton's Frontier Kitchen
- **How Artists Can Develop an Audience Online**, with Callye Keen, entrepreneur, manufacturing expert, social media guru and crowdfunding master (new topic, new speaker, new location)
- **Commercial Leasing & Choosing the Optimal Retail Location**, with Bryan Short and Thomas Guirola at CBP
- **Brick & Mortar Business: What's Next**, with Marc Willson at Arlington EDA (new topic for 2017)
- **Manufacturing, Production and Licensing: What are Options for Getting a Product Manufactured?** Panel discussion with Callye Keen, Wayne Lifshitz (entrepreneur, investor, inventor), Ray Van Dyke (patent lawyer, entrepreneur), and Kyle Barras (prototyping lead at Techshop) (new speakers, new topic), at Techshop



Workshop at CBP with Marc Willson, VA SBDC STAMP advisor