

## 2010 Richmond SCORE Mini Workshop Schedule RMA Members Welcome with Special Pricing

Richmond SCORE is offering the following schedule of mini workshops for the first half of 2010 at Retail Merchants Association, 5101 Monument Ave, Richmond VA 23230.

Richmond SCORE contact: Stew Gloyer: 804-586-2405.

- Workshop fees \$30, \$15 for RMA members; Score will take the registrations and collect the payments (Sandra Crone - Tuesdays and Thursdays 804-771-2400 ext. 131, other days leave a message and Sandra will return the call).

Date	Workshop	Location/Time	Presenter
March 2, 2010 Tuesday	"Social Media – Business Marketing Essentials"	RMA, 8:30am-10:30am	Greg Magnus, AIM Custom Marketing
April 14, 2010 Wednesday	"32 Marketing Ideas for Under \$500"	RMA, 8:30am-10:30am	Bruce Goldman, Bright Orange Advertising
April 27, 2010 Tuesday	"QuickBooks Simple Start – Managing Your Business Finances"	RMA, 8:30am-10:30am	Mark Crews, LaCrews Bookkeeping
May 12, 2010 Wednesday	"Effective Use of Websites and Social Media in Business"	RMA, 8:30am-10:30am	Bill Flowers Good Idea Cafe

---

### **Bruce Goldman:**

Workshop: **"32 Marketing Ideas for Under \$500"**

"Scaled-down multimillion-dollar national advertising doesn't work for small business, but here are 32 things that do. Each is practical, each is easily actionable, each is eminently affordable and, best of all, each has produced results where they count most – in the marketplace".



#### Bruce Goldman Bio:

A copywriter and creative director in New York, Miami and Richmond, and owner of Bright Orange Advertising, Bruce Goldman has won 414 international, national, regional, local and industry awards for advertising creativity and effectiveness. He's taught at the School of Visual Arts (New York) and the Virginia Commonwealth University School of Mass Communications (Richmond), co-authored Lean Advertising (2003, Oaklea Press), and writes regularly as the Richmond Advertising Examiner at [www.Examiner.com](http://www.Examiner.com)

---

## **Greg Magnus**

Workshop: **“Social Media—Business Marketing Essentials”**

Essential Steps for Effective Social Media Marketing

- Learn how to leverage social media to grow your business
- Planning: the essential components of a social media marketing plan
- How to create a meaningful presence and join the conversation
- Tactics for establishing networks, pinpointing communities and engaging target markets
- Top social media sites, niche sites and the tools of the trade
- Maximizing your ROI



### Greg Magnus Bio:

Greg Magnus is a seasoned publishing entrepreneur, business consultant, and marketing strategist. As president of AIM Custom Media he is charged with helping clients develop results driven marketing campaigns as well as master social media and modern technology to achieve greater business success. During his career, he has served a long list of small and mid-sized businesses as well as Fortune 500 companies. Mr. Magnus is a Richmond SCORE Counselor and blogger for SCORE’s National Ask an Expert blog. He is also a national board member of the Mercedes-Benz Club of America and the secretary of the MBCA Educational Foundation.

---

## **Mark Crews**

Workshop: **“Quick Books Simple Start - Managing Your Business Finances”**

This fast paced workshop will answer the question “What is Financial Management... and why do you need it? This your introduction to practical bookkeeping using QuickBooks Simple Start a version of which is available from Intuit free of charge. We’ll offer tips and resources for getting started, locating other training resources and advisors who can help you manage your business.



### Mark Crews Bio:

Mark is co-owner of LaCrews Bookkeeping and has a BS degree from Wake Forest University. He is a Certified QuickBooks™ ProAdvisor and specializes in the areas of sales and small business problem-solving. Mark is the Treasurer of the Rappahannock chapter of the American Red Cross, has served several terms on Executive Boards of local Rotary Clubs.

---

## **Bill Flowers**

Workshop: **“Effective Use of Websites and Social Media in Business”**

Workshop will explore the business need for a customer-oriented website including defining site and business goals, return on investment, and how to monitor results. Topics include conducting a needs analysis, the importance of domain names, hosting services, site architecture, graphic design and writing compelling web content. The workshop will also include search engine

optimization and effective use of social media streams to complete an online presence that will drive customers to your site.



Bill Flowers Bio:

Bill Flowers is the President (aka “Chief Cook & Bottle Washer”) at Good Idea Cafe, LLC, an internet marketing and communications company specializing in meeting the online needs of businesses and not-for-profit organizations. Prior to Good Idea Café, Bill was the Director of Web Development at the University of Richmond. Bill spearheaded an integrated media approach for the university’s marketing efforts as well as bringing innovative technology to campus including 90 interactive campus tours, web cams, and web casts of campus events, guest lectures and class sessions. Prior to the University of Richmond, Bill worked in several capacities at Virginia Commonwealth University in the early days of the web, integrating online components into classrooms. Bill is currently writing several books including one on “Business & the Web”.