

RETAIL SBM



**DELIVERED
LIVE
ON ZOOM**

**JOIN THE
OREGON COAST
SMALL BUSINESS
MANAGEMENT
PROGRAM**



OREGON COAST
COMMUNITY COLLEGE





September 29, 2025, Session 1

A Strong Brand Attracts Customers & Repeat Business

Featuring Leslie Hildula, Program Manager & Sean O'Connor, Owner of Story Gorge

October 20, 2025, Session 2

Essential Digital Marketing via Websites, Email, and Social Media

Featuring Jen McFarland, Consultant, Jen McFarland Consulting

November 17, 2025, Session 3

Financial Statements for Planning and Budgeting

Featuring Natalie Bronson, SBDC Advisor, Columbia Gorge

January 19, 2026, Session 4

Inventory Management & Purchasing

Featuring Spencer Crandall, Consultant, Small Biz Pathfinders

February 16, 2026, Session 5

Online Sales & Seasonal Marketing:

Creating a Strategy & the Budget to Implement It

Featuring Jen McFarland, Consultant, & Celeste Sipes, Owner, Thunderpants USA

March 16, 2026, Session 6

Visual Merchandising: Where the Eyes Go the Feet Will Follow

Featuring Linda Cahan, Consultant

April 20, 2026, Session 7

Training Your Staff for Exceptional In-house Sales & Customer Service

Featuring Kelliane Parker, SBDC Assist. Director, Lincoln County

May 18, 2026, Session 8

Best Practices in Hiring and Managing Employees

Featuring Jill Critchfield, Consultant, Pacific HR

June 15, 2026, Session 9

Retail is a Team Sport: Refining Leadership and Work/Life Balance

Featuring Leslie Hildula, SBDC Retail Program Manager

Graduation Ceremony

Format & Location TBD

**CLASSES HELD
LIVE ON ZOOM
MONDAY EVENINGS
PARTICIPATION ALSO INCLUDES
ONE-ON-ONE ADVISING**



APPLY NOW!
bit.ly/jointhesbm
541-994-4166