

## **Dubois Main Street, Inc. announces new small business series**

**Dubois Wyoming**—This spring learn the strategies that will help Dubois businesses survive in a challenging economic climate at Dubois Main Street's second small business workshop series.

The series kicks off on Thursday, March 26 with "Building a Marketing Plan" taught by Anya Peterson Frey, director of Region 4 Wyomingentrepreneur.biz. Frey's workshop will be held at the Headwaters Center from 6 to 8 p.m. Business experts agree that developing a marketing strategy is one of the most important things a small business owner can do during economic downturns. Frey will help Dubois businesses develop effective marketing tools to help their business survive.

On Thursday, April 9 Paula McCormick of McCormick Marketing in Lander and Leslie Kedelty from Wyoming Travel and Tourism will teach a session on "Packaging Dubois" at the Headwaters Center from noon to 1:30 p.m. One of the most effective tools in cultivating tourists in a tough economy is by creating lodging, dining, shopping and special event packages. Representatives from Dubois businesses are invited to meet with Paula and Leslie to create and design packages to market Dubois as a Destination.

Mark Atkinson, director of Rock Spring's Wyomingentrepreneur.biz, brings "E-Commerce 2.0" to Dubois from noon to 1:30 p.m. Thursday, April 23 at the Headwaters Center. Marketing a business is now more critical than ever, and marketing businesses through a well-designed website is essential. Last spring, Atkinson walked local business through the basics of e-commerce, this spring he will teach an advanced understanding of how websites can help educate customers, bring in new ones, and bring loyal customers back for repeat visits and purchases. Dubois business owners will also learn about opportunities available through social networking media such as Facebook, YouTube and Blogspot.

Learn the basics of Adobe Photoshop and designing an effective brochure or ad for your business at an Adobe Photoshop brochure design workshop taught by Ingrid Finn and Kristi Hibbert at Dubois High School from 6 to 8 p.m. Thursday, May 7. This hands-on workshop is presented by Dubois High School in partnership with Central Wyoming College. At the end of the two-hour session, participants will have produced a brochure or ad they can use now and continue to develop for future marketing opportunities. This class is limited to 14 participants, and a basic understanding of Photoshop is recommended but not required.

The cost: for all four workshops is \$80, and the cost of each individual workshop is \$25. For more information phone 455-2700 or stop by the new Dubois Main Street office at 626 Meckem Street from noon to 4 p.m. Monday through Friday.

Information will also be available at the Dubois Main Street website ([www.duboiswyomingmainstreet.org](http://www.duboiswyomingmainstreet.org)).

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