



## DOWNTOWN PLAINVIEW REGIONAL ROUNDTABLE

Focus: Small Business

April 6, 2018 - 9:00 am – 3:00 pm

114 W. 8<sup>th</sup> Street, Plainview, TX  
(Corner of W. 8<sup>th</sup> and N. Austin)

9:00 – 9:30 am	Registration
9:30 – 10:00 am	Welcome & Introductions
10:00 – 10:15 am	Break
10:15 – 11:30 am	<p><b>The SeeSaw of Brick &amp; Mortar and Online Presence – How One Business Balances Both:</b> Andrea Glenn, owner of The Rusty Rose and 2017 Forbes Main Street Awards winner, shares her tips and tricks on how to run a successful brick and mortar store as well as an online store by incorporating social media for both. As a boutique owner, Andrea understands that it is a necessity in today's retail and business world to use different social media avenues to attract customers to a brick &amp; mortar store as well as a website and will share her methods and best practices.</p> <p><b>Andrea Glenn, The Rusty Rose</b></p>
11:30 am – 12:30 pm	Lunch - Included with registration
12:30 – 1:45 pm	<p><b>8 Secrets from a Secret Shopper:</b> TDA Roundtable participants will learn the Top 8 lessons learned from a professional Secret Shopper. This presentation is to better understand the main factors that influence the customer experience and is valuable information to take back home to share with your local businesses. The audience will hear the 8 things they and other downtown stakeholders can do to ensure the customer experience is a fantastic and memorable one for tourists and residents alike.</p> <p><b>Alysia Cook, Opportunity Strategies, LLC</b></p>
1:45 – 2:00 pm	Break
2:00 – 3:00 pm	Downtown Plainview Walking Tour
3:00 pm	Adjourn

Visit our website today to register: <http://www.texasdowntown.org/regional-roundtable.html>



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### **Speaker Bios**

**Alysia A. Cook, PCED, IOM**

**Principal of Opportunity Strategies LLC**

Alysia Cook with Opportunity Strategies specializes in customized training, professional facilitation, and strategic planning services. Clients include downtowns, chambers of commerce, economic development organizations, local governments, non-profits, associations, and businesses. For 25 years, Alysia has presented hundreds of training programs for elected officials, community leaders, leadership groups, and volunteers in several states; programs designed to prepare communities for development and to attract and retain quality businesses.

She is an international public speaker, serves on the board of directors of the Texas Downtown Association, and serves on the faculty for the Texas Basic Economic Development Course, the Community Development Institute, and the U.S. Chamber of Commerce Institute for Organization Management. Alysia is a graduate of LSU-Shreveport, Economic Development Institute, Community Development Institute, and Chamber Institute. Alysia has earned the Professional Community & Economic Developer (PCED) and Institutes for Organizational Management (IOM) certifications, and is a certified Texas Friendly Hospitality Instructor.

**Andrea Glenn**

**The Rusty Rose**

Owner of The Rusty Rose, a successful boutique in downtown Plainview, Andrea Glenn is a graduate of Texas Tech University with a degree in Ag Communications. She opened The Rusty Rose in 2010 and knowing that she wanted to be downtown, moved her shop to its current location in 2014. Andrea and her husband Dustin aspire to the “work hard play hard theory” and can be seen at rodeos, team roping events and generally having fun in life that transcends into her business. Andrea loves being downtown - “I enjoy the sense of community with other business owners, the old buildings and I think it is the perfect place for boutiques and mom and pop type stores.”