



Small Business Focus: A Roundtable Discussion

On Wednesday (July 23rd) at The Enterprise Center, Allan Younger (pictured below on the left), Director of the Small Business Center (SBC) at Forsyth Technical Community College, led a session designed to provide guidance on how to create a unified and clear marketing message as a small business. The entrepreneurs in attendance were encouraged to bring all their marketing materials to the event, utilizing an opportunity to receive constructive criticism from Mr. Younger and fellow attendees.



Mr. Younger highlighted the importance of stressing a small business' unique value proposition and sharing its positively differentiating characteristics at every possible juncture.

Focusing on both for-profit and non-profit firms encouraged collaboration from all attending entrepreneurs, each of whom provided their own valuable industry-specific insight.

After reviewing all of the critical content delivered, the agenda was set for next month's session to focus on crafting an effective business pitch, a skill imperative to success in today's entrepreneurial climate.

Thank you to those who attended our event. If you were unable to make it, we hope you can join us at our next *free* business workshop.

To learn more about the Small Business Center at Forsyth Tech, visit them [here](#).



Looking Ahead

Mark your calendars for **Thursday, August the 28th**, as SBC Director Allan Younger will return to The Enterprise Center to discuss business pitches. Please join us at **12:00PM**, and in the meantime, practice your own business pitch to share with the group in a safe and participative environment.

To RSVP, please email us your name and email address to: sgatkinscdc4@gmail.com or call the front desk at: (336) 734-6900.



The Enterprise Center

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