

## Portland Main Street holds merchandise training workshop

9:17 AM, Apr. 29, 2011]

PORTLAND - The Portland Main Street will host a "Business Merchandising Training" workshop on Tuesday, May 17, at 6:30 p. m, on the second floor of Portland City Hall. The workshop will be led by renowned merchandising expert Scott Day from Urban Development Services of San Antonio, Texas.

"This is a great training that will focus on the design aspects of business merchandising," said Portland Main Street Manager Patrick Reagan. "Scott will provide attendees with tips and techniques on creating an effective floor plan for your business, merchandising products for maximum sales, and the importance of a great window display."

The workshop is free to attend, but seats are limited. "We expect reservations for this free training to go quickly, so we encourage people to call (517) 647-5027 to register as soon as possible in order to reserve their seats," said Reagan.

The May 17 workshop is open to all types of businesses, not just retail establishments.

Day will be in Portland for two days - May 17 and 18 - and will be visiting select

Portland Main Street district businesses on May 18, providing one-on-one business consultations. "While the May 17 workshop is open to anyone, the in-store consultations are reserved for Portland Main Street businesses that complete and submit an application by May 6," explained Reagan.

The Business Merchandising Training workshop was awarded to Portland Main Street through a competitive grant process from the Michigan Main Street Center. "Being an accredited, Master-Level Main Street community provided us with an opportunity to apply for these services," said Main Street Manager Patrick Reagan. "Our Economic Revitalization Committee Chairperson Diane Smith did a lot of work writing this application, and it has paid off. We are ecstatic that we have this opportunity and hope that businesses - both in Portland and around Ionia County - take advantage of it."

For more information, visit the Portland Main Street website at [www](http://www.portlandmainstreet.org).

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