

**NEWS RELEASE
FOR IMMEDIATE RELEASE**



Contact:
Richard Chaing
Suffolk Executive Offices
757.925.4744

Suffolk Media & Community Relations
757.514.4104
www.suffolkva.us

**New Small Business Space Opens in Downtown Suffolk
Kicks off With Small Business Education Series the week of June 26th**

SUFFOLK, Virginia (June 8, 2017) – Suffolk’s first flexible Coworking space,



named Suffolk Executive Offices, will be holding a Grand Opening – Ribbon Cutting on Monday, June 26th at 11 a.m. in their new suites. Suffolk Vice Mayor Leroy Bennett will be on hand for the ceremony. Suffolk Executive Offices is located at 425 W. Washington Street, Suite 200, in historic Downtown Suffolk. Coworking is a modern style of business which involves a shared work environment. Independent workers

operate in a space that is already outfitted for them with furniture, a receptionist, phone and internet and everything one would need in a professional office setting. Clients can be in a room with other users, such as in a coffee-shop type of setting, or in their own private office. Rentals are available by the hour, week or long-term. Owner and founder Richard Chaing believes many entrepreneurs may find coworking space to be a valuable and affordable way of entering into a “bricks and mortar” business setting.



In conjunction with the grand opening, Suffolk Executive Offices and Suffolk Economic Development Department will show support to the small business

community by providing a week-long series of free workshops. The 30 minute to 1 – hour - long educational discussions will focus on answering questions during all stages of the business life-cycle, from ‘What does it take to launch my business?’ to ‘I’m up and running, how do I maintain success?’ Each day during the series a different expert will offer their own unique insights and expertise on an important topic. Guests are welcome to attend as many as they choose.

The informational sessions will be held in the Main Conference Room of the Suffolk Executive Offices at 425 W. Washington Street. The presentations are open to the public, but registration is required.

Additionally, an evening Open House is scheduled for Tuesday, June 27th, from 5 p.m. – 7 p.m. for tours and information. The evening event is designed for those unable to visit during the day and is open to anyone wishing to tour the executive space.

To learn more about Suffolk Executive Offices, contact Richard Chaing at 757.925.4744.



Small Business Education Session Information:

(Co-Speakers)

Monday, June 26th – 12 p.m. – 12:15 p.m.

Chart Your Course to the Future

Anna Yarashus, Better Solutions for Biz

This brief overview will walk you through the planning process to help you direct your business' future strategy. Understanding your weaknesses can help you sail into a world full of potential.

Monday, June 26th – 12:15 p.m. – 1 p.m.

Successful Retail and Social Media

Alison Dodson, A. Dodson's

Retailers must constantly monitor their customers' tastes and price sensitivity in order to stay competitive. Learn real-world techniques on staying fresh and utilizing social media with tips from successful local retailer and Entrepreneurial Excellence award – winning Alison Dodson.

Tuesday, June 27th - 12 p.m. – 1 p.m.

How to Start Your Own Business

Jack Leach, Virginia SBDC Hampton Roads

So you have a business idea but aren't sure where to start? Jack Leach is a counselor with Virginia's Small Business Development Center – Hampton Roads, a Hampton Roads Chamber of Commerce affiliate. Jack will provide guidance about sound business planning, concept development and area resources for next steps.

Wednesday, June 28th - 12 p.m. – 1 p.m.

8 Ways to Recycle Your Content to Boost Exposure

Zack Miller, Hatch

Zack Miller has made a name for himself by not only running Hatch, a successful incubator-slash-interdisciplinary innovative space, but by being a champion for small business in Hampton Roads. Listen to Zack address eight different ways you can use information you already have on hand as marketing tool and why he thinks Suffolk and Hampton Roads is a market with so much untapped market potential.

(Co-speakers)

Thursday, June 29, 2017 – 12 p.m. – 12:30 p.m.

Small Business Financing with SBA 7(a)

Crystal Rivenbark, SunTrust Bank

Crystal Rivenbark, Vice President, Commercial Division at SunTrust Bank, will speak about financing options available to small businesses. Financing is one of the most difficult obstacles to owning and operating a business so owners should be aware of the variety of resources available in our area.

Thursday, June 29th - 12:35 p.m. – 1 p.m.

Becoming Lendable

Chris Topping, Virginia Community Capital, Inc.

The second half of Thursday's session will explore how business owners or start-ups can position themselves to become "attractive" to a bank from a lending standpoint, and what resources are available to help them get there. Chris, a Small Business Loan Officer, will describe the character piece of the "5 c's of credit," and other aspects loan officers consider.

Friday, June 30th - 12:00 – 1:p.m.

Gov't Contracting – Plan a Proactive Marketing Strategy

Monique McWhite, HRPAC (Hampton Roads Procurement Assistance Center)

Government contracting is multi-faceted and highly competitive. Businesses should stay on top of current tools in order to have a business advantage. The HRPAC is based at Old Dominion University's Center for Enterprise Innovation (CEI) and Monique speaks to businesses all over Hampton Roads about procurement topics such as how to use government information to benchmark and assess competition and how to use a post-award debrief as a marketing tactic.

To register for a session, or to learn more about the business education series, contact Jennifer Schmack, Suffolk Economic Development Department, at 757.514.4047 or Jschmack@suffolkva.us



####