



Downtown Works Conference Reference Guide

Merchandising:

Earl Clarkston - Professional Merchandiser
(773) 562-0944 earllc69@gmail.com

\$65-\$95 per hour depending on location, and time of season. Plus cost of materials if needed.

Customer Service:

Rose-Lise Obetz Ph.D. - Training & Marketing Consultant
Office: (805) 482-5488 Cell: (805) 603-9402 rlobetz@msn.com
All consulting free through the EDC-VC & SBCD edc-vc.com

Financing:

Devon Johnson - Director of Lending Women's Economic Ventures
Office: (805) 965-6073 Direct: (805) 456-2348 djohnson@wevonline.org
All consulting is through WEV wevonline.org

Interviewing & Hiring:

Harriet Cohen - Training Solutions
(818) 991-8116 harriet@trainingsolutions-hlc.com
\$100 deal. Harriet will meet with each attendee for 1.5 to 2 hours one on one to discuss hiring issues or any other business issues where she can assist. This includes business plans, marketing plans, target marketing, developing staff so they will stay succession planning or other topics. This time is devoted to you! In the last 5 minutes she will tell you about her consulting/coaching programs.

Social Media:

Rebecca Chambers - Social Media Manager

(805) 701-2415 rebecca@downtownventura.org

\$50 one hour consultation. Becca will discuss your businesses identity, who you are, what makes you different and then how to build an audience from there. Together you will look over the social media channels, decide which channels are best for you, and give you overall tips on making your channel look better visually, as well as content schedules and posting to their channels.

Marketing/Branding:

Simon Dixon - Idea Engineering

(805) 963-5399 simon@ideaengineering.com

Contact Simon from Idea Engineering, Inc. for private consultations on marketing and branding.

Website/Tech:

Kelly Gray - Kelly Gray Design

(805) 275-0237 kellygraydesign@me.com

Free website audit (up to 15 minutes) for those in attendance. Kelly will go through your site with you and let you know what you are doing right, what could use a little help and other ideas to help you improve your website in terms of overall user experience, site design, content, SEO and conversion.