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Farmersville Main Street and First Bank To Offer Free Small Business Seminar

Continuing in their efforts to assist small businesses, Farmersville Main Street Program and First Bank Farmersville unite to offer the fourth in a series of free small business seminars. The next free seminar, entitled “Looking Your Best: Visual Marketing Techniques for Your Business,” will be held Thursday, March 9th, 2006. The seminar will be held at the O. E. Carlisle Civic Center in Farmersville, 201 Orange Street, at 7:00 p.m. All interested parties are invited to attend.

The seminar will feature Kay Harvey-Mosley, director of the Community Heritage Development (CHD) Division of the Texas Historical Commission (THC). The CHD encompasses four programs –Certified Local Government, Texas Main Street, Texas Heritage Trails and Visionaries in Preservation. She is formerly the state coordinator for the Texas Main Street Program. Ms. Harvey-Mosley received a bachelor of science in interior design from the University of Texas at Austin and is a registered interior designer in Texas. Her design work has been published in Southern Living magazine. She has enjoyed working for the THC for many years.

Topics for the evening include: appealing store exteriors, window displays, hot spots for merchandise, display units, and moving the customer through the store. Previous seminars offered by Farmersville Main Street and First Bank have focused on the importance of developing a business plan, trend and niche markets, improving business practices, and marketing tips.

To register or obtain more information on the seminar, you may contact Adah Leah Wolf, 972.784.6846 or Cindy Dickens, 972.784.7070.

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