

Partnership Brings National Consultant to Switzerland County

The Switzerland County Economic Development Corporation and The Switzerland County Technology and Education Center have partnered with Vevay Main Street and the Southeast Indiana Small Business Development Corporation to sponsor a national business consultant for a series of local seminars and one-on-one meetings with local businesses.

Marc Willson has been a Retail and Restaurant Consultant since 2009, bringing 35 years of experience to clients. He has delivered over 300 seminars and assisted thousands of retailers and restaurateurs through seminars and direct consultation.

In 1975, Marc started his retail career as co-owner of the largest distributor of Earth Shoes in the U.S. Since then he has held executive positions with retailers such as Circuit City, Ecampus.com and Storetrax, Inc. Most recently, he traveled to Dallas, Texas to open the world's first energy efficiency store for Current Energy, LLC, a company funded partially by Ross Perot.

On August 14, the community will host Mr. Willson for a public speech on the topic of "TEAM Eventacular—Towns, Events and Merchants Partnering for Profits" which is geared toward restaurant, retail and service owners and managers.

Other Topics Include:

- Local events - a mainstay of small towns throughout Indiana
- Why Merchants should take full advantage of the bountiful influx of potential customers
- Before the event
- Day of the event
- After the event
- General overview of the best business practices

During Mr. Willson's visit, he will also be available for consultations with area businesses upon request.