



**Louisville Small Business Development Center and Louisville Independent Business Alliance
Announce Holiday Bootcamp for Small Businesses**

Crash-course aims to prepare local companies for Small Business Saturday and the entire season

LOUISVILLE, KY (September 30, 2016) –The Louisville Small Business Development Center (SBDC) and the Louisville Independent Business Alliance (LIBA) announced today a new joint event designed to help Louisville-region small businesses prepare for and maximize sales during the upcoming holiday shopping season. The “Small Business Holiday Bootcamp”, which will be held Tuesday, October 11 from 8:30 a.m. to 10:30 a.m. at Office Environment Company at 1136 West Market Street, is designed as a crash course where Louisville SBDC experts present 10 seasonal must-do’s and best practices ranging from staffing, to marketing, to social media, to inventory layout, and beyond.

“October is the time to have your ducks in a row, because come, November, it’s ‘go time,’” said David Oetken, Executive Director of the Louisville Small Business Development Center. “Many retailers and small businesses live or die by holiday sales. For the shop local movement to succeed, it’s crucial Louisville entrepreneurs and managers have all the tools at their disposal.”

The cost of the course is \$10.00 and a discount is available for LIBA members. Interested businesses can register at: www.ksbdc.org/louisville.

“Shop Small Saturday on November 26 is fast approaching,” said Jennifer Rubenstein, LIBA Executive Director. “Shop Small Saturday on November 26 is fast approaching, along with LIBA’s hoLOUdays contest,” said Jennifer Rubenstein, LIBA Executive Director. “With each year the event Shop Small is gaining more momentum, so there is a great demand among independent businesses who want to sharpen their processes and procedures.”

The Louisville SBDC assists businesses with one-on-one consultations at no cost to existing and potential entrepreneurs in Bullitt, Carroll, Henry, Jefferson, Oldham, Owen, Shelby, Spencer and Trimble counties, providing vital training, educational programs, and assistance locating funding sources. The organization is funded in part through a cooperative agreement with the U.S. Small Business Administration, University of Kentucky, Louisville Metro and Greater Louisville Inc.

LIBA is a non-profit organization whose mission is to preserve the unique community character of the Metro Louisville area by promoting locally-owned businesses and to educate citizens on the value of buying locally.

About the Louisville Small Business Development Center:

The Louisville Small Business Development Center is funded in part through a cooperative agreement with the U.S. Small Business Administration, University of Kentucky, Louisville Metro and Greater Louisville Inc. Louisville SBDC offers one-on-one consultations at no cost to existing and potential entrepreneurs in the region. On Twitter: [@LouisvilleSBDC](https://twitter.com/LouisvilleSBDC) or on [Facebook](#) or online www.ksbdc.org/louisville

About the Louisville Independent Business Alliance

LIBA is a non-profit organization whose mission is to preserve the unique community character of the Metro Louisville area by promoting locally-owned businesses and to educate citizens on the value of buying locally. For more information about LIBA, visit www.keeplouisvilleweird.com. Follow us on [Facebook](#), [Twitter](#) and on Instagram [@KeepLouisvilleWeird502](#).