



Artisans Center of Virginia

Artisan Trail Network

First Lunch & Learn of the New Year!

Sherri Smith, Director of the Artisans Center of Virginia, will be there to answer questions and share information about how to become a site on the Bedford Artisan Trail.

Bring your lunch, your friends & associates and your questions!

- **Thursday, February 27**
- **Bower Center for the Arts (305 N. Bridge St, Bedford, VA 24523 540-586-4235)**
- **11:30 am - 12:30 pm**



CLICK HERE TO RSVP Winter weather is here! Please RSVP so that we can notify you should the event date or location change.

Save The Date!



Invoking the Power of Your Trail: Leveraging your artisan trail to maximize your business

Tuesday, March 11
Bedford Visitors Center
(816 Burks Hill Rd, Bedford, VA 24523)

Join us as we wine, dine and explore how to make the most of your experience as a **Bedford Artisan Trail** site!

3-5pm: Technical Assistance available for those still needing to add or update their profile page listings *(Please note that this session is optional and designed for those already enrolled as*

a trail site. Feel free to bring your laptop!)

- Upload pictures, events, social media and more to your trail site page to help drive traffic to your website or destination.
- Find out how your events can appear on the [Artisan Center of Virginia Facebook](#) page, ["Open Door Tour"](#) blog and more!
- Extend visibility through the trail's Virginia.org connective exposure.
- Learn how to leverage [Bedford County Tourism](#) for increased marketing through social media

The rest of the evening is open enrolled trail sites, businesses interested in becoming trail sites and Bedford Artisan Trail supporting businesses.

5:30pm: Mixer & Networking Time for Trail Sites & Area Businesses

- Get to know your fellow trail sites, build connections for future referrals and collaborations
- Still need to enroll? Check in at the info table for details on how to enroll on the Bedford Artisan Trail.

6:00pm: Your Moment in the Shine

- Sixty Second Speed Speeches
- By the time we're done you'll know EVERYONE and they'll all know how great you are too!

6:30 pm: Entrepreneur Jump Start Hour "Differentiate: What Makes you Unique? A special presentation by Sherri Smith, Executive Director, ACV

- If you have difficulty describing what makes your art/product/services unique you can be sure that your potential customers are struggling too. Let's explore your "verbable" uniqueness to generate brand awareness, inspiration and motivation that will compel people to connect with your business.

CLICK HERE to RSVP TODAY!

Special Presentation

We are pleased to announce that retail & restaurant Industry Expert Marc Willson will be making special appearance the morning after our Invoking event especially for artist entrepreneurs & retailers & trail sites.

- **Art As A Business**
- **Wednesday, March 12**
- **9 - 11 am**
- **[Bedford Center](#) (of CVCC 1633 Venture Blvd, Bedford VA)**



An expert on all things retail, you do not need to be an artist to garner helpful information at this workshop.

Here are some of the topics that Marc will touch on:

- *how to sell your art with out selling your soul*
- *how to define and egage your collector*
- *merchandizing basics*
- *market and advertising your artwork*
- *building your brand*
- *artist statements, and more!*

Following the Marc's presentation, you can sign up to receive a One-to-One consultation later that day, where he will come to your business location and offer personalized suggestions to help you take your business to the next level.

We highly recommend taking advantage of Marc's insights while he is in town. **Consultation visits are FREE and space is limited.**

Marc's presentation is made possible due to sponsorship from the Region 2000 Small Business Development Center.

To register for the free workshop or reserve your consultation with Marc [CLICK HERE](#)

GET ON THE TRAIL TODAY!

The ACV Artisan Trail Network with its community loops is designed to attract visitors to artisan studios, agri-artisan farms and local craft businesses, while creating opportunities for participating and supporting businesses.

In addition to the craft, artist and agricultural artisan businesses, supporting sites such as locally owned lodging, restaurants and cultural points of interest are welcome to become participants on the trail.

Enrollment on the Bedford Artisan Trail is year 'round however in order to be included in the trail's launch map/brochure you must enroll by March 31, 2014so don't delay!

[Click here to learn more and enroll today!](#)

GETTING STARTED

You are invited to complete the Artisan Trail Network Survey as a means of identifying interest and to determine a baseline of information for assessing the success of the program over time.





Additionally, if you are an artisan from out of the area who is showing or selling your work at a venue in this region, we'd like to hear from you as well.

The survey should only take 10 minutes to complete and your participation is greatly appreciated.

[Click here to participate in the Artisan Trail Network Survey](#)

BEDFORD ARTISAN TRAIL SPONSORS

Very special thanks to the citizens of Bedford for their support and to the following sponsors:



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CLICK HERE to learn how you can become a supporting sponsor of the Bedford Artisan Trail!

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"Handcrafting Virginia's Cultural Economy"