



City of Edmonds Media Release

Economic Development ~ 121 5th Avenue North, Edmonds

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To: Media

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“Creating Stellar Stores” Retail Seminar – September 26th

Presentation of Retail Best Practices for Supporting Local Businesses

(Edmonds, WA) - The City of Edmonds, together with the Edmonds Downtown Alliance, is sponsoring a retail seminar on Wednesday, September 26th from 6:30pm to 8:30pm in the Plaza Room above the Edmonds Library at 650 Main Street. There is NO COST to attend this event.

“Creating Stellar Stores” is a top-rate seminar presented by two experts in retail, design, research, marketing and sales: Seanette Corkill and Anne Marie Luthro who have lectured and consulted throughout the Northwest.

“Their skills and personalities complement each other and make for lively, educational presentations and fun, action-oriented on-site consultations,” remarked Economic Development Director Patrick Doherty after having attended one of their seminars this past Spring in Port Townsend.

Gone are the days when retailers can simply set up shop and expect local residents to cross their threshold. Online shopping has become too easy and is a source of enormous competition for local retailers. But a community’s “Main Street” shopping district can still offer a competitive advantage through its distinctive charm and character, as well as the shops’ unique experiences.

This seminar is intended to provide the building-blocks that create and effect visibility, curb appeal and in-store success of every ground floor business.

Find out how these storefront essentials catch customer eyes and drive shopper decisions to walk in your front door (or not!).

Retailers of all kinds from throughout Edmonds are encouraged to attend this FREE event. The following day, Thursday, September 27th, Ms. Corkill and Ms. Luthro will be available for a limited number of in-store, private consultations for a nominal fee.

Please contact Patrick Doherty at patrick.doherty@edmondswa.gov or 425-771-0251 to register for an in-store, private consultation. No RSVP is required to attend the seminar but is appreciated for determining refreshments.

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