



CRIMDELL
SMALL BUSINESS
NETWORK

WEEKLY NEWSLETTER

June 19, 2020

We can't wait for Dr. Dawn Edmiston's encore performance within next week's *Crisis Conversations*! Join us on **Thursday, June 25th at 6pm** for an interactive, peer-to-peer facilitated Zoom session.



An Encore Session

BRAND MATTERS:
THE POWER OF BRANDING IN
AN ONLINE WORLD
FEATURING DR. DAWN EDMISTON

Dr. Dawn Edmiston will discuss the value of your brand promise and examine tools to ensure a professional online presence. She will explain how to leverage social media platforms and access free resources to build and monitor your online branding efforts.

FREE EVENT FOR BUSINESS OWNERS LED BY STUDENTS AT THE
WILLIAM & MARY RAYMOND A. MASON SCHOOL OF BUSINESS

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HELPFUL LINKS



U.S. Chamber Business Reopening Guide

A comprehensive guide and checklist prepared by the U.S. Chamber to help you navigate reopening your business depending on local authorities.

[Read More +](#)

How to Effectively Communicate Your Reopening Plans to Customers

Advice on several methods to clearly and efficiently spread the word to customers about reopening your business.

[Read More +](#)

Reopening? Learn How to Help Your Employees Feel Safe Psychologically

How to ensure a psychologically safe working space for employees returning from the pandemic.

[Read More +](#)

[Click Here for More Resources](#)

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