

Kutztown SBDC's Business Skills for Success TV Program Continues

Kutztown SBDC appeared live on Berks County Television on Tuesday, July 26 at 9:30 p.m. The subject of this month's program was "The Small Business Owner's Perspective on Marketing Strategies and the Cooperative Business Model on Main Street in Kutztown" and featured several area business owners as guests.

Don Martin, Director of Learning Resources at the KU SBDC; Brendan D. Strasser, Owner Saucony Book Shop; Kim Davis, Payment Processing Consultant Cynergy Data; and Sandy Green, Manager Berkleigh Travel Service discussed marketing strategies.

Don Martin has experience as the owner of several learning companies specializing in web-based and adult learning. Martin's areas of expertise include web-based and computer-based training, web-based conferencing, knowledge management, entrepreneurship, training and development.

The Saucony Book Shop is a used, rare, and antiquarian book shop of approximately 12,000 volumes, specializing in Pennsylvania history, Americana, art, architecture, and various other non-fiction subjects. Business services include free search and appraisal services

Cynergy provides merchant services for businesses including credit card equipment and processing, gift card programs, check services, and ATM sales/rentals.

Berkleigh Travel Service is a full service travel agency that arranges both corporate and leisure travel. They have been a Kutztown Main Street business for 15 years.