



Greater Aiken

**GET YOUR RURAL SMALL BUSINESS READY FOR THE FUTURE.  
AGRIBUSINESSES IN SOUTH CAROLINA GET A MAJOR BOOST AT  
JULY 18<sup>TH</sup> SEMINAR IN BARNWELL**

**ALL ARE INVITED TO ATTEND**

**June 19, 2018, Aiken, S.C. FOR IMMEDIATE RELEASE** - The Greater Aiken SCORE Chapter and the S.C. Department of Agriculture's Agribusiness Center for Research and Entrepreneurship (ACRE) announce the joint creation of an important business-focused seminar for South Carolina agribusinesses to be held on July 18, 2018.

The agribusiness seminar is targeted to those seeking success with a new or expanding agribusiness or those with a rural, small business idea. The seminar topics will include a number of important topics for business success. The topics of the seminar are:

1. Planning a Successful Business
2. Sell It or Smell It - Venues For Your Products
3. Understanding Website, Social Media and Online Searches
4. Financing Agribusiness in SC - Loan Sources, Grants, and Other Financing
5. SC Agribusiness Success Stories

The seminar will be held at the Southern Carolina Alliance, Edisto Room, 1750 Jackson Street, Barnwell, SC 29812 on July 18, 2018 from 10:00 am - 2:30 pm. There is no cost to attend, but advanced registration is required. Lunch will be served to attendees.

Persons interested in attending this informative seminar on agribusiness should register via:

**GreaterAiken.SCORE.org** On the first page of the web site is a REGISTRATION button.

Please tap the REGISTRATION area on your computer screen. You will then be asked to provide your name and address.

Kyle E. Player, Project Coordinator at ACRE said, "ACRE is enthusiastic to work with SCORE to deliver a wide-ranging seminar to help entrepreneurs and agribusinesses learn about resources available to help them start or grow an agribusinesses."

The depth of knowledge exhibited by the presenters at this seminar is exceptional. Volunteers at the Greater Aiken SCORE Chapter are responsible for the business planning presentation, as well as implementation of the seminar and luncheon.

Laura Gibbons of Blue Salamander is an expert on web site creation, social media marketing and search engine optimization. James Matson is an agricultural consultant who will speak on brokers and distribution of agricultural products in his Sell It Or Smell It presentation. The Small Business Development Center (SBDC) offers tips for financing an agribusiness; always a popular and insightful presentation.

John Carman, Chapter Chair of Greater Aiken SCORE said, "SCORE is excited to join our USDA, SBA and State of South Carolina ACRE partners in offering an Agricultural Seminar focused on rural small businesses and entrepreneurs. The initial offering in Barnwell is focused on business planning, digital marketing, distribution and financing."

Future events supported by SCORE and ACRE are being planned. SCORE volunteers are also providing additional support to ACRE as that organization develops new initiatives and programs in support of agribusiness and agricultural entrepreneurs in South Carolina.

Additional support is provided by: Southern Carolina Alliance, Small Business Administration, SC District, USDA-Farm Service Agency, USDA-Rural Development, and Barnwell Chamber of Commerce.

SCORE is partnered with the Small Business Administration and the ACRE program for this seminar in Barnwell.



**For further information, contact:**

ACRE - Kyle E. Player, Project Coordinator - 803-734-2324/kplayer@scda.sc.gov

Greater Aiken SCORE - John Carman, Chairperson - 757-759-2395/john.carman@scorevolunteer.org

Greater Aiken SCORE - Helen Naylor, Volunteer/SCORE-Press Relations-617-510-9524

**Note:** Members of the press are welcome to attend this seminar, and join us for lunch. Please RSVP to Helen Naylor, Press Relations/Greater Aiken SCORE/617-510-9524.