
Longview Economic Development Corporation

410 North Center Street,

Longview TX, 75601

Tel:903-753-7878 | Fax:903-753-3646

Email:info@longviewusa.com

Business Education Series

By Rhea Anne Teague

Published: 06/23/2010 - 4:52pm

LEDSCO Provides Assistance for Small Businesses

June 23, 2010, Longview, TX... The Longview Economic Development Corporation (LEDSCO) has partnered with [Kilgore College's Small Business Development Center](#), [MediaQuest](#), [GCI Training](#) and [Collier Consulting Group](#) to produce a series of **Business Education videos**. Production of the video series began in early 2010 and four videos have already been produced and placed on the web.

The videos were produced as part of LEDSCO's ongoing mission, "*To continue to diversify and expand the economy of Longview to provide the highest level of job opportunities and quality of life to Longview residents.*" As part of LEDSCO's commitment to existing businesses, the videos are available to view at no cost.

LEDSCO understands that entrepreneurs and established small business owners wear many hats and cannot always find the time to attend off-site training, even if that training is critical for their business' success. With that in mind, these short videos were designed to be viewed on-line, on-demand, from any Internet-ready computer, iPhone, or BlackBerry any place, any time.

Topics covered in the videos include

- Developing a Business Plan tailored to your business needs
- Sales and Marketing Challenges
- Why a Personnel Handbook is so important
- The value of Employee Benefits such as 401K
- Raises and Retirement
- Developing a Pricing Strategy

“We wanted to offer a quality product that would present information relevant to our regional employers,” noted Mazarakes. “We went to several sources to procure their best up-to-date material, and worked with them to refine their presentations down to specific issues most often discussed by local owners and managers,” she continued.

“Each of our partners on this project brings to the table a unique perspective on dealing with the challenges faced by today’s small business owner,” said Mazarakes. “Their diversity, history of work experience plus years of successful teaching and training serve to assure the viewer of the value and relevance of the information presented.”

To view the Business Education series or for additional business assistance resources please visit the website: LongviewUSA.com. For additional information about how LEDCO can help your business, please contact Susan Mazarakes at the Longview Economic Development Corporation, 903-753-7878.