

# Build your Business with the NRHSA 2022 Webinar Series

Gary Wollenhaupt

Even multi-generation store owners can learn to run their business better with the free NRHSA online webinar series.

The six sessions with top-rated business consultant Bob Negan of WhizBang! Retail Training are free and open to any store owner or employee, not just NRHSA members.

The NRHSA Education Committee will host interactive Zoom workshops each month from March to August 2022.

The goal is to help hobby store owners improve their financial and personal results.

"Business education is the difference between being a hobby retail entrepreneur versus just playing store," said Steven Elliott, owner of Fundemonium and an NRHSA board member. "The NRHSA Education Seminars with WhizBang! Retail Training will teach you how to become a professional retailer."

Ryan Raffuse, chair of the NRHSA Education Committee and third-generation owner at Anchorage House of Hobbies, realized he knew a lot about hobby products but felt like he didn't know enough about running the business. That's why he helped put the seminar series together.

"Many years ago, I realized that I didn't actually know what I was doing, even though we were expanding and setting sales records every year," he said. "That was despite the very real fact that we were not nearly as good as I thought we were. We had product education but no business education."

Negan is a frequent speaker at the annual NRHSA Expo in Las Vegas, and the education committee wanted to share his wisdom with all store owners. He formerly owned a specialty kite store and moved into training independent retailers to grow their businesses with practical, actionable tactics and strategies.



Bob Negan of WhizBang! Retail Training, top, will share his system on Zoom calls, like the one captured below.

## Upcoming Zoom workshops include:

### March 15:

#### Find and Hire Your Next Superstar Retail Employee

Great employees are critical to the success of your store, but finding great employees is HARD, especially right now. Fortunately, our tried-and-true method for finding and hiring great retail employees will get more and better people applying for all your open jobs.

### April 19:

#### Get Productive! Experience Less Stress, Have More Fun, And Get More Done!

Do you feel like you work harder and harder each year but never seem to get ahead? Has the pressure of running your business taken the joy out of owning it? This program is about personal productivity and time management for business owners, created by an independent retailer.

### May 17:

#### The Omni-Experiential Future of Retail Marketing

The pandemic has accelerated change in retail, particularly for small to mid-sized independent retailers. Before, driving in-store traffic was the main goal of most marketing. Now, consumers expect many (omni) ways to shop, interact and buy from a brand.

### June 21:

#### Inexpensive, Incredibly Effective Store-Based Marketing

While social media and digital marketing should be part of your marketing efforts, they absolutely should not be your only marketing efforts. Off-line, store-based marketing is a fantastic way to set yourself apart from your competition. In this fun, engaging program, you'll learn some of WhizBang! Retail Training's greatest hits.

### July 19:

#### Inexpensive, Incredibly Effective Online Marketing

Social media, including social selling and live social media, e-commerce strategies, content marketing ideas, and email marketing fundamentals, will all be covered in this lively, example-filled program. You will learn the strategies and tactics the smartest independent retailers are using to set themselves apart from the competition.

### August 16:

#### How to Buy Smart So Your Cash Sits in the Bank, Not on Your Shelves

Managing your inventory skillfully is often the difference between success and failure. You can experience more sales with less inventory, better cash flow, higher margins, and bigger profits when you manage your buying correctly. Understanding inventory management and buying are some of an independent retailer's most essential skills.

If you receive the online version of Hobby Merchandiser in your email, you will receive an invitation. Register by emailing [info@nrhsa.org](mailto:info@nrhsa.org) or call 732-252-2268. A Zoom link will be emailed to those who register. All webinars begin at 8:00 PM EST. **HM**