

# Visual merchandising workshop planned

8/7/2010 3:33 AM

WAYNESBURG - Waynesburg Prosperous & Beautiful will host a visual merchandising workshop Aug. 13 as part of their Downtown Dialogue series. The workshop will feature guest speaker Rick Viglione, Western PA Regional Coordinator of the Pennsylvania Downtown Center.

All downtown merchants and other interested persons are invited to this free workshop to learn more about engaging their window space, drawing customers into their businesses and encouraging customer growth through displays and onsite advertisements.

Components of visual merchandising to be discussed include building façades, sidewalks, window displays, signage and interior displays.

The workshop will be held in the Center for Research & Economic Development at Waynesburg University. Breakfast and networking is scheduled from 7:15 to 7:45 a.m., with the workshop beginning at 7:45 and running until 9 a.m. An optional tour into downtown Waynesburg will follow at 9 a.m. to allow participants to apply topics discussed in the workshop.

For more information or to register for the workshop, call Waynesburg Prosperous & Beautiful at 724-627-8119 or e-mail [msm@waynesburgpa.org](mailto:msm@waynesburgpa.org).

Waynesburg Prosperous and Beautiful is a nonprofit Main Street program that operates in conjunction with the Pennsylvania Downtown Center.

Funded by the state Department of Community and Economic Development, Waynesburg Prosperous and Beautiful represents a community endeavor to preserve and revitalize historic downtown Waynesburg and raise awareness of the educational, cultural and historical opportunities, as well as the convenience of shopping associated with the town. Copyright Observer Publishing Co.