

**WEBINAR SESSION:****NOW IS THE TIME TO SCALE DEEP  
WITH SMALL BUSINESSES**

Harvard Business Review research shows that we can create bigger, more lasting impacts on wealth creation and sustainable economic growth in our community by investing in slower growing local small businesses versus the quick hit venture capital strategy. This means that our smaller cities and towns have a competitive advantage to building vibrant and lasting local economies. But the steps to get there are different from what we did before. Join this webinar to discuss why this is an essential strategy - for your local economy, your downtown, and your community.

The webinar takeaway will be learning the top 5 actions to implement to secure this strategy and hear why North Carolina towns, along with their manufacturing history, are positioned for success.

**SPEAKER: Ilana Preuss, Business Counselor**

Ilana Preuss is the Founder of Recast City LLC, and author of Recast Your City: How to Save Your Downtown with Small-Scale Manufacturing. Preuss' consulting firm works with local leaders, real estate developers, city and other civic leaders to integrate space for small-scale producers into redevelopment projects and place-based economic development. She is passionate about making great places and sees that small-scale manufacturers are a missing piece in today's real estate and economic development efforts.



**MAY 11, 2022 | 10-11:30 AM**  
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