



**Bonus Training Agenda**  
**Wednesday, January 15, 2025**

Municipal Association of South Carolina | 1411 Gervais St. | Columbia, SC 29211

- 10:00 a.m.                    **Welcome, Announcements and Introductions**  
*Jenny Boulware, Manager, Main Street SC*
- 10:05 – 10:50 a.m.        **Time Management Foundations and Organization**  
*Leniece Lane, Owner, Small Town Soul*
- Stop feeling overwhelmed by your to-do list. We'll teach you simple yet effective organizational techniques and time management principles to help you get more done. (Main Street Approach – Organization)
- 10:50 – 11:00 a.m.        **Break**
- 11:00 a.m. – noon         **Tools to Get More Done**  
*Leniece Lane, Owner, Small Town Soul*
- Using information and techniques from Session 1, we will explore different time management natural tendencies and discover more effective ways to gather, process and complete your tasks. (Main Street Approach – Organization)
- Noon – 1:00 p.m.         **Lunch and Statewide Updates**  
*Lunch Provided by Main Street SC*
- 1:00 – 1:50 p.m.         **Effective Communication and How to Present Your Ideas**  
*Leniece Lane, Owner, Small Town Soul*
- Communication skills are vital in all aspects of life. This session provides you with the essential techniques to present your ideas, actively listen and understand others' needs successfully. You will learn invaluable tips that will help you communicate effectively in both your personal and professional life. (Main Street Approach – Organization)
- 1:50 – 2:00 p.m.         **Break**
- 2:00 – 2:50 p.m.         **Evaluating Your Current Marketing Efforts**  
*Leniece Lane, Owner, Small Town Soul*
- Put into practice all the strategies learned today. We will take real-life examples of your marketing efforts and examine how to apply time management and communication skills to make sure that your message is coming across to potential business owners, developers, visitors and residents. (Main Street Approach – Promotion)
- 2:50 – 3:00 p.m.         **Closing Remarks and Adjourn**

Established in 1983, Main Street SC is a comprehensive revitalization program that promotes the economic redevelopment of historic commercial districts throughout the state. Main Street SC is a program of the Municipal Association of SC and is a National Main Street Center Coordinating Program.