

**FOR IMMEDIATE RELEASE**



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**Generate More Revenue for Your Retail Business**

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Local retailers are invited to learn more about how to bring shoppers into their stores and entice them to buy!

Butler, Rosenbury & Partners, an architectural design firm located in downtown Springfield is holding a "Retail Fundamentals" Workshop focused on how to create retail environments that inspire people to shop. All locally owned area retail shop owners are invited to attend and find out about the latest techniques in retail design.

The event is being held at BR&P's office located at 319 N. Main, Suite 200 Springfield, Missouri on February 20<sup>th</sup>. Networking including a continental breakfast will begin at 7:30 am. The workshop will start at 8:30 am and last until 10:30am. The cost to attend is \$25 for pre-registration; \$30 on-site registration. Gift bags will be given to all attendees.

Attendees will hear from BR&P employees on various topics including retail planning, interior design, graphics and signage and marketing techniques. Also included in the workshop is a presentation from Billie Naioti-Thompson, a visual merchandising expert and Michael Foster of Missouri State University will be discussing lighting design.

Don't miss out on an opportunity to explore new ways to generate revenue streams to your retail business. For more information or to register to attend please contact: Jana Daugherty at 417-521-6108.

Butler, Rosenbury & Partners is an architectural and engineering design firm located in Springfield, Missouri. The company has over 75 employees and recently opened an office in Phoenix, Arizona.

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