

SOFT SKILL & BUSINESS DEVELOPMENT CLASSES		
Noon Knowledge Workshop (Listed By Date)	Link to YouTube Video	Date of Class
Social Media: Choosing the Right Channels	https://www.youtube.com/watch?v=Jiyvk4E2Uy4	8/21/2024
Agriculture & Regenerative Medicine Market	https://www.youtube.com/watch?v=RFLribEWD4w	5/15/2024
Marketing Series: Measuring Success	https://www.youtube.com/watch?v=OsVHHqpGQIQ	5/1/2024
Small Business Financing & Resources	https://www.youtube.com/watch?v=BczpC5KqBlg	4/17/2024
Marketing Series: Messaging & Social Media	https://www.youtube.com/watch?v=2pEwMqW32Qs	4/3/2024
Starting an Adventure Tourism Business	https://www.youtube.com/watch?v=2QqnSPGPK10	3/20/2024
Marketing Series: Branding & Canva	https://www.youtube.com/watch?v=d0SWXcoTJlg	3/6/2024
How to Leverage Artificial Intelligence for Growth	https://www.youtube.com/watch?v=SP73rHvGJZk	2/21/2024
Marketing Series: Marketing Foundations	https://www.youtube.com/watch?v=qUTSFiwK0Bg	2/7/2024
Business Entity Types and Benefits	https://www.youtube.com/watch?v=TLol3Tbznuw	1/24/2024
Business Planning - Blueprint to Success	https://www.youtube.com/watch?v=zxuE5QwYr0A	1/10/2024
Launch Your Business With Customer-Focused Marketing	https://www.youtube.com/watch?v=t5m9XQXeyKU	12/6/2023
Use YouTube to Grow Your Business	https://www.youtube.com/watch?v=TKPJ1V_2q_Q	11/15/2023
Increase Your Sales with Google Tools	https://www.youtube.com/watch?v=VbmGQ7NMKX0	11/1/2023
Make Your Website Work for You	https://www.youtube.com/watch?v=O6f7sXfUf6c	10/18/2023
Connect with Customers & Manage Your Business Remotely	https://www.youtube.com/watch?v=3zOIGpx4oX0	10/4/2023
Sell Online with E-Commerce Tools	https://www.youtube.com/watch?v=5LX1N2Cg-ak	9/20/2023
Learn the Basics of Google Ads	https://www.youtube.com/watch?v=LvcRfHZB78s	9/6/2023
Collaborate, meet & work Remotely	https://www.youtube.com/watch?v=gUvPUcxAbwk	8/16/2023
Reach Customers Online with Google	https://www.youtube.com/watch?v=0pZjzFEASi4	8/2/2023
Digital Skills for Everyday Tasks	https://www.youtube.com/watch?v=v6dl-snBD4M	7/12/2023
Canva 201	https://www.youtube.com/watch?v=7BOQEbt8GSM	6/21/2023
Commonly Produced Appalachian Forest Botanicals	https://www.youtube.com/watch?v=d_QiKw_qSlw	6/7/2023
Succession Planning	https://www.youtube.com/watch?v=sL9dbIWClko	5/17/2023
Income Tax & Bookkeeping for Small Business	https://www.youtube.com/watch?v=P90b-8xB7Lg	5/3/2023
Adobe Creative Cloud Express	https://www.youtube.com/watch?v=Z_icGYoXfkA	4/19/2023
Communication Techniques to Promote Your Brand	https://www.youtube.com/watch?v=g-GVSydU07c	4/5/2023
Challenges in the Labor Market	https://www.youtube.com/watch?v=o3omMOW5FCY	3/1/2023
Canva 101	https://www.youtube.com/watch?v=jj8vHUSszQo	2/15/2023
Toastmasters - The Importance of Public Speaking	https://www.youtube.com/watch?v=MLoeryUsels	2/1/2023
What Will Marketing Look Like in the Future?	https://www.youtube.com/watch?v=ZQ0jBUf4ZVE	1/18/2023
Developing a Business & Expansion Plan	https://www.youtube.com/watch?v=H2MfmIlg25ek	1/4/2023
Sustainability - What Does That Mean	https://www.youtube.com/watch?v=A2R96b902UM	12/7/2022
How to Use Social Media to Promote Your Brand	https://www.youtube.com/watch?v=7Obi8zgh1Vc	11/16/2022
Short Term Rentals (Airbnb) - what are they & what's involved in opening one?	https://www.youtube.com/watch?v=7i5GV9cPeKw	11/2/2022
SW VA and the Next Generation of IT Jobs	https://www.youtube.com/watch?v=SzXVNIIfmKQ	10/19/2022
Fresh Food Financing Programs	https://www.youtube.com/watch?v=DrSB_V19th0	10/5/2022
Making Your Mark - The Importance of Logo Design	https://www.youtube.com/watch?v=Rsy7PrKITXo	9/21/2022
The Importance of Cyber-Security and IT	https://www.youtube.com/watch?v=dX-KYaey1BU	9/7/2022
Amazon.com Pros and Cons of Selling	https://www.youtube.com/watch?v=rCkmiOYnJxc	8/17/2022
Facebook Advertising	https://www.youtube.com/watch?v=AaKlZr6DCE	7/13/2022
Developing a Marketing Plan	https://www.youtube.com/watch?v=4a1mo3RhwXE	6/15/2022
QuickBooks Hands On Session #4	https://www.youtube.com/watch?v=WZ9XlJQM4gl	6/1/2022
QuickBooks Hands On Session #3	https://www.youtube.com/watch?v=mctCSymwjyg	5/18/2022
QuickBooks Hands On Session #2	https://www.youtube.com/watch?v=iVzWbXd-05Y	5/4/2022
QuickBooks Hands On Session #1	https://www.youtube.com/watch?v=lankbbax2tw	4/20/2022
What Social Media Channels Should I Use for my Business/Organization	https://www.youtube.com/watch?v=EBCJTp73uYo	4/6/2022
New Market Tax Credits	https://www.youtube.com/watch?v=CQ-nkhAuM5l	3/23/2022
Reservation & Event Planning Services & Costs	https://www.youtube.com/watch?v=bfzOTTE8KGs	3/9/2022
Video Development - How to Develop and Push out Video	https://www.youtube.com/watch?v=5Dwd4kOei3Q	2/23/2022
Setting Up a Tourism Business	https://www.youtube.com/watch?v=HgZG_KV4SLw	2/9/2022

Noon Knowledge
Youtube Links

Noon Knowledge Workshop (Listed By Date)	Link to YouTube Video	Date of Class
Financial Projections	https://www.youtube.com/watch?v=oWX8rgQcNj4	1/26/2022
Key Elements of a Business Plan	https://www.youtube.com/watch?v=99LfO-JZh7g	1/12/2022
Cyber Security Obligations/Insurance	https://www.youtube.com/watch?v=2NKldTyQPj4	12/8/2021
Marketing - Target Marketing Strategies	https://www.youtube.com/watch?v=SHJqa4d_ZVk	11/10/2021
Online Payment Systems/POS/Online Reservations	https://www.youtube.com/watch?v=WR9YOrppPzl	10/27/2021
Managing Leases/Rental Agreements	https://www.youtube.com/watch?v=GkuSL3GCSn8	10/13/2021
iPhone Tips & Tricks	https://www.youtube.com/watch?v=hWSERUJr5_g	9/29/2021
Recruiting and Retaining Employees	https://www.youtube.com/watch?v=nfyAa1qfUio	9/15/2021
Microsoft Outlook - How to use, assign tasks, contacts and more	https://www.youtube.com/watch?v=C6lXIOzrxBo	9/1/2021
Video Development	https://www.youtube.com/watch?v=0aJnNRAiMMo	6/2/2021
The Value of Collaboration	https://www.youtube.com/watch?v=O4mcixm7QW0	5/19/2021
QuickBooks Basics - Desktop vs Online	https://www.youtube.com/watch?v=8rGL1KDW-W0	5/5/2021
Using Online Tools to Market Your Business	https://www.youtube.com/watch?v=FI-7GunN7zg	4/21/2021
Importance of Public Speaking	https://www.youtube.com/watch?v=iGrSn_Qm0wi	4/7/2021
How to Make the Most Online with a Limited Budget	https://www.youtube.com/watch?v=PENtnbDi-7Q	3/17/2021
Workforce System - What it Can Do For Your Business	https://www.youtube.com/watch?v=Wcgc7wk5i2g	3/3/2021
Cyber Security & Protecting Your Data	https://www.youtube.com/watch?v=DUIIn_enMA	2/17/2021
Marketing in a Changing Economic Landscape	https://www.youtube.com/watch?v=4QnqYvmAyuE	2/3/2021
Rebuilding the Tourism Industry	https://www.youtube.com/watch?v=MtlSrt50Dcg	1/20/2021
Business Planning	https://www.youtube.com/watch?v=sIFv0liq6MU	1/6/2021
Keeping Your Business Relevant Post Covid	https://www.youtube.com/watch?v=D39wtyNUnvA	12/2/2020
Marketing Changes Post COVID	https://www.youtube.com/watch?v=ITgDRph0doU	11/18/2020
Financial Literacy	https://www.youtube.com/watch?v=ic-GsYAvfBc	11/4/2020
Changes to Insurance Post COVID Noon Knowledge	https://www.youtube.com/watch?v=B4Mklhd3kQo	10/21/2020
Market Update	https://www.youtube.com/watch?v=C4kfCUFwu_A	9/16/2020
Changes in the Restaurant Business-COVID 19	https://www.youtube.com/watch?v=IDgQGY1Zop0	9/2/2020
Marketing Your Business Beyond Your Window Sign	https://www.youtube.com/watch?v=fcu8M3vo-10	8/5/2020
Website, Social Media and Online Storefronts	https://www.youtube.com/watch?v=qWkhabVur1g	7/15/2020
Online Commerce & Shipping Explained	https://www.youtube.com/watch?v=rmW5nncK9mY	6/17/2020
Motivational Leadership	https://www.youtube.com/watch?v=FKS8sZSmpw0	6/3/2020
End of Year Tax Planning	https://www.youtube.com/watch?v=CIOyfAI5kYA	5/20/2020
Using LinkedIn to Help You Find A Job	https://www.youtube.com/watch?v=PsQRTYmdPD8	4/15/2020
How To Leverage Your Brand and Tell Your Story	https://www.youtube.com/watch?v=MydolW6Ouaw	3/4/2020
What Social Media Platform is Best for My Business	https://www.youtube.com/watch?v=1-NyRRW2NeU	2/19/2020
Customer Service	https://www.youtube.com/watch?v=W0DTWyh0EI0	2/5/2020
Writing a Business Plan	https://www.youtube.com/watch?v=01AWy59XY9E	1/22/2020
MailChimp	https://www.youtube.com/watch?v=1vTe4VssmMw	12/4/2019
Change The Percpection Change The Reality: Changing the Way You Communicate with Others to Change the Outcome	https://www.youtube.com/watch?v=KnAhMWwn7PE&t=4s	11/20/2019
Online Sales	https://www.youtube.com/watch?v=y1B08UbhxcA	11/6/2019
The 5 Marketing Strategies you Should be Using Right Now	https://www.youtube.com/watch?v=w_uU4PJr5M	10/16/2019
Cyber Security	https://www.youtube.com/watch?v=VesMgfPwyso	10/2/2019
Scheduling Social Media Posts for Your Business or Non Profit	https://www.youtube.com/watch?v=X_YJB6sk6Eg	9/18/2019
Reinvent Continuously: When You Stop Growing, You Stop Leading	https://www.youtube.com/watch?v=V0q6Eg-PdaE	8/28/2019
How to Airbnb	https://www.youtube.com/watch?v=JEAkAdRobFA	8/7/2019
Customer Service	https://www.youtube.com/watch?v=pCFX1z5H7-s&t=1941s	6/19/2019
Universal Class	https://www.youtube.com/watch?v=glwQulukE4w&t=31s	6/5/2019
Marketing to Millennials	https://www.youtube.com/watch?v=wV9pn2sGMEw	5/1/2019
Employment Law	https://www.youtube.com/watch?v=7O0Q35znVQA	4/17/2019
How To Build Your Personal Brand	https://www.youtube.com/watch?v=TfU-Uoc-YqM&t=16s	4/3/2019

Noon Knowledge
Youtube Links

Noon Knowledge Workshop (Listed By Date)	Link to YouTube Video	Date of Class
Internships and How They Benefit Your Business	https://www.youtube.com/watch?v=e1ONlyTSswI	3/20/2019
LinkedIn Tools You Didn't Know Existed	https://www.youtube.com/watch?v=EC_FZ5jNU5s	3/6/2019
Getting Back To The Basics - Digital Foundation	https://www.youtube.com/watch?v=a98VwJLFHu8	2/20/2019
How Community Development & Tourism Promotes	https://www.youtube.com/watch?v=pXLFsjRs4HI	2/6/2019
Facebook: Best Practices for Non Profits & Small	https://www.youtube.com/watch?v=66g5eP_kdvQ&t=1325s	12/5/2018
Branding Yourself on LinkedIn Noon Knowledge	https://www.youtube.com/watch?v=E1SjQWlth0o	11/7/2018
5 VIDEOS YOU SHOULD BE CREATING!	https://www.youtube.com/watch?v=KbM-3cNz4TA	10/17/2018
Virginia Tax Exemption	https://www.youtube.com/watch?v=vXKVnKTsqYg	10/3/2018
Washington County Economic Development Forum	https://www.youtube.com/watch?v=TY7nYz6mSEQ	9/27/2018
Social Media for Special Events	https://www.youtube.com/watch?v=Om0PACAAOfg	9/19/2018
Media Relations Noon Knowledge	https://www.youtube.com/watch?v=Ka4815lq_24	9/5/2018
Personal Decisions Should I Start a Business	https://www.youtube.com/watch?v=ZUbVfzbq90w	8/15/2018
Media & Public Relations Crisis Management	https://www.youtube.com/watch?v=Lp_QDfs9dd0	8/1/2018
How to Use Video Effectively for Marketing	https://www.youtube.com/watch?v=ilhTMSswKzs	7/25/2018
Breakeven Analysis & Cash Flow	https://www.youtube.com/watch?v=mb8hZQ8s6NA&t=2s	7/18/2018
Digital Do's & Don'ts	https://www.youtube.com/watch?v=okKufATlgus	6/20/2018
Sales Force	https://www.youtube.com/watch?v=myMaLBPTOHE	6/6/2018
Constant Contact	https://www.youtube.com/watch?v=eTWzYCh754k	5/23/2018
Posting on Your Company FaceBook - Social Media Calendar	https://www.youtube.com/watch?v=LdpLxN-k-I	5/16/2018
Grants How to Find & Apply for Grants	https://www.youtube.com/watch?v=gkF8127O7vY	4/18/2018
Best Apps for Your iPad	https://www.youtube.com/watch?v=O0B3ZxCbLfw	4/4/2018
Stream Events & tips for Your FaceBook	https://www.youtube.com/watch?v=heRTjiKBos	3/28/2018
What Your FaceBook Needs to Have	https://www.youtube.com/watch?v=FcpIzAG1s3k	3/21/2018
Alternative Stress Relief	https://www.youtube.com/watch?v=Gu1VcdPMFEs	3/7/2018
Savvy Social Media Tools	https://www.youtube.com/watch?v=6BXVYzWSVRg	2/28/2018
Employment Law	https://www.youtube.com/watch?v=irU47BpBeyM&t=219s	2/21/2018
Cash Flow	https://www.youtube.com/watch?v=xQDMqaOVGL4	1/31/2018
Social Media Marketing	https://www.youtube.com/watch?v=MRWJEgE6uOA&t=777s	1/17/2018
Adobe Pro	https://www.youtube.com/watch?v=0H1hiTofL8	12/6/2017
MailChimp	https://www.youtube.com/watch?v=GbXwMT3BxCM	11/29/2017
Marketing 101	https://www.youtube.com/watch?v=9Ec3rLkb9YE	11/15/2017
EFT Meridian Tapping for Stress Management -DIY for Internal Stress & Calming it down	https://www.youtube.com/watch?v=TyRAp78b3VM	11/1/2017
Overtime Rules	https://www.youtube.com/watch?v=CbTAlqorLpA	10/25/2017
Protecting Your Finances and Credit	https://www.youtube.com/watch?v=xtltRAXD43M	10/18/2017
Video Marketing	https://www.youtube.com/watch?v=D1n6ZWakOS4	10/4/2017
How to Create a Video	https://www.youtube.com/watch?v=mdqdmZ77BD0	9/27/2017
Building a LinkedIn Profile	https://www.youtube.com/watch?v=ya50DYI9vdA	9/20/2017
Laws of Leadership -4th session	https://www.youtube.com/watch?v=6piilGQF1kM	9/13/2017
Fundamentals of Online Advertising - Ad Words	https://www.youtube.com/watch?v=N_Qe2IAZjDY	8/30/2017
Laws of Leadership -2nd session	https://www.youtube.com/watch?v=kgtA9jXkv8	7/19/2017
Woo Commerce - WordPress	https://www.youtube.com/watch?v=lyzS7cH0gFQ	7/12/2017
Themes & Plugins - WordPress	https://www.youtube.com/watch?v=uxuieQ8x3gc&t=2225s	6/14/2017
Creative Collaborations	https://www.youtube.com/watch?v=QOU4KNbsm5o	5/24/2017
Social Media's Impact on your business (FaceBook, Twitter, Google & LinkedIn)	https://www.youtube.com/watch?v=VcYwV1xTSL0	5/17/2017
Google Suite Tools	https://www.youtube.com/watch?v=zO5ACRRl6ZY	4/26/2017
Important Elements of a Business Plan	https://www.youtube.com/watch?v=JGV3ln5Lg-g	4/19/2017
Workman's Comp	https://www.youtube.com/watch?v=v7DjMc0dYII	4/12/2017
WordPress	https://www.youtube.com/watch?v=OOaRyLT3xVA	3/29/2017
Organizational Leadership	https://www.youtube.com/watch?v=9xOg3YRL0H4	3/22/2017
Business networking & promotion	https://www.youtube.com/watch?v=2bVn32R5QRu	3/8/2017
iPad - create presentations, video, marketing materials that get results	https://www.youtube.com/watch?v=2tP9a9W_1m0	2/22/2017
Creditors Rights	https://www.youtube.com/watch?v=qtqK304f54c	2/15/2017
Basics of Graphic Design	https://www.youtube.com/watch?v=6V2xwgueT6I	2/8/2017

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Creative Collaboration & Communication in the Work Place	https://www.youtube.com/watch?v=l333hl0iJAw	2/1/2017
Corporate Structure	https://www.youtube.com/watch?v=zkrflDv9rM	1/25/2017
Google Get Your business on the map	https://www.youtube.com/watch?v=IFfj-KD5fI0	1/18/2017
Generational Recruiting	https://www.youtube.com/watch?v=qV0AlLokOA	11/16/2016
Creating a PR Strategy	https://www.youtube.com/watch?v=oYHbO6lgCSw	10/26/2016
Tips for converting your business to the cloud	https://www.youtube.com/watch?v=CrR0DKRq05A	10/12/2016
Tips for developing your Soft Skills	https://www.youtube.com/watch?v=ivskPRTsHEU	10/5/2016
Financing a growing business	https://www.youtube.com/watch?v=NriGNuTRJs0	9/28/2016
Employment Law	https://www.youtube.com/watch?v=OA8uBwAyK8M8	9/21/2016
Excel the Next Level	https://www.youtube.com/watch?v=PXwG6U8_3gQ	9/14/2016
eCommerce workshop	https://www.youtube.com/watch?v=3gGATgitQmc	8/24/2016
Live streaming	https://www.youtube.com/watch?v=Q-FbXQ_jSik	8/10/2016
How to become an Artepreneur	https://www.youtube.com/watch?v=jlDaQZCB8zo	7/27/2016
FaceBook vs LinkedIn- Which is the best social network for your business	https://www.youtube.com/watch?v=5UGyVgRg8Ws	7/20/2016
Excel in 1 hour	https://www.youtube.com/watch?v=LmOcUhvxiZI	6/15/2016
Creative Collaboration	https://www.youtube.com/watch?v=lbRCj3_wWRU	5/18/2016
How to Sell to Virginia Government	https://www.youtube.com/watch?v=wicMQ128Exs	5/11/2016
Consumer Protection	https://www.youtube.com/watch?v=NCZ1F2zG64w	5/4/2016
Inspiring Leadership & Team Building	https://www.youtube.com/watch?v=Hf9Y7PHk7cA	4/27/2016
iPad for Business	https://www.youtube.com/watch?v=lt9cOce39YM	4/13/2016
Marketing through Community Involvement	https://www.youtube.com/watch?v=Rr_-6UrfMNM	4/6/2016
Cyber Security	https://www.youtube.com/watch?v=vvFZYEOYV1E	3/30/2016
Website Do's & Don'ts	https://www.youtube.com/watch?v=UYhl-TwcOew	3/16/2016
Developing Effective PR Plan	https://www.youtube.com/watch?v=Cf4mcFHh7ml	2/17/2016
Quickbooks Online	https://www.youtube.com/watch?v=OLhG97ccP5s	2/3/2016
Developing Company Policies & Procedures	https://www.youtube.com/watch?v=2kxKk7-Ul	1/20/2016
Managing 5 Generations in the Workplace	https://www.youtube.com/watch?v=gq9Ku61WJmA	11/18/2015
Turning a Prospect into a Sale	https://www.youtube.com/watch?v=NxzLBO_Upb4	11/4/2015
Winning Back a Disgruntled Customer	https://www.youtube.com/watch?v=XlcGr3ZUdK8&t=70s	10/28/2015
Apps in Business	https://www.youtube.com/watch?v=y-bdKH0oNCU	10/21/2015
Search Engine Optimization	https://www.youtube.com/watch?v=2teiDf2Zr6s	10/14/2015
Designing an Effective Ad	https://www.youtube.com/watch?v=KpH6CMISLbE&t=26s	10/7/2015
Tourism Business Management & Support	https://www.youtube.com/watch?v=m44g6jdmCao	9/30/2015
Retail Experience	https://www.youtube.com/watch?v=49rhC4muQg	9/23/2015
QuickBooks Session 4	https://www.youtube.com/watch?v=3ea1jc24tCA	9/16/2015
How to Engage Employees	https://www.youtube.com/watch?v=qF8blmjVVKU	9/9/2015
Creating a Promotional Video	https://www.youtube.com/watch?v=yo0Arl_lZs4	8/26/2015
QuickBooks Session 3	https://www.youtube.com/watch?v=igf7PABdv2w	8/15/2015
Using LinkedIn for Business	https://www.youtube.com/watch?v=X4W2j8F2R2c	7/22/2015
QuickBooks Session 2	https://www.youtube.com/watch?v=8AHsNu_aIlM	7/15/2015
Facebook & Instagram	https://www.youtube.com/watch?v=ub7Snd8tXYs	6/25/2015
QuickBooks Session 1	https://www.youtube.com/watch?v=1SlxHbWD0TU	6/10/2015
iPad for Business	https://www.youtube.com/watch?v=yHwXgzF7O78	5/27/2015
Achieving Your Financial Goals	https://www.youtube.com/watch?v=5nz7ckge8e0	4/29/2015
Crowdfsource Funding	https://www.youtube.com/watch?v=7fh70a8e1zl	4/22/2015
Cloud Services for Business	https://www.youtube.com/watch?v=ZJo8u38jU1k	4/8/2015
Mobile Payment Systems	https://www.youtube.com/watch?v=CB0jXbtE_Ys	4/1/2015
Social Media for Business	https://www.youtube.com/watch?v=aY-x3sF8OtA	3/25/2015
Selling to the Commonwealth	https://www.youtube.com/watch?v=pNgGgRSD1iY	3/18/2015
Customer Service	https://www.youtube.com/watch?v=kGrxgl5iIM	3/11/2015
Real Estate & Insurance in Business	https://www.youtube.com/watch?v=oH_BJGOGGGk	3/4/2015
Positive Image session 2	https://www.youtube.com/watch?v=qlv6hg6BwAM	2/25/2015
Positive Image session 1	https://www.youtube.com/watch?v=mtnPnHWQCm8	2/18/2015
Email Marketing - MailChimp	https://www.youtube.com/watch?v=jV6BfJud3ao	2/11/2015
How to Write & Distribute a Press Release	https://www.youtube.com/watch?v=wTohplWVcwY	2/4/2015