



**FOR IMMEDIATE RELEASE:**

**Media Contacts:**

Careyann Weinberg, Director, Selden Market  
(757) 510-2740, [seldenmarket@gmail.com](mailto:seldenmarket@gmail.com)

Akosua Acheamponmaa, Director, NSU Innovation Center  
(757) 917-7884, [aacheamponmaa@nsu.edu](mailto:aacheamponmaa@nsu.edu)

**Norfolk State University's Innovation Center and Selden Market  
Join Forces for New Small Business Series**

*Register now for this FREE series which kicks off February 6*

**NORFOLK, Va. (January 25, 2023)** -- Norfolk State University's Innovation Center and Selden Market join forces to launch the inaugural [Align: Small Business Series](#) to be held at NSU Innovation Center (NSUIC), 520 E. Main Street in Downtown Norfolk. This comprehensive program is free and designed for new and established small business owners, current and potential Selden Market businesses and anyone in the entrepreneurial community who is looking to improve their funding, marketing and growth strategies. *Align* offers eight weekly interactive sessions, one-on-one consulting and mentorship, and supplemental workshops and events.

The first course begins Monday, Feb 6 and runs consecutive Mondays from 9 -10:30 a.m. The eight-week program will be offered up to three times per year in conjunction with NSU's academic schedule. Topics range from simple business planning and marketing strategy to pitching vs. closing and raising capital. Each session includes a presentation by NSU faculty followed by an open discussion with participants to help stimulate and strengthen Norfolk's small business community.

In addition to the core curriculum, participants will be able to attend supplemental workshops on topics such as credit worthiness, side hustles and lifestyle businesses, participate in pop-ups and other special events and receive ongoing one-on-one consulting from experts in various fields.

"We are excited to partner with Norfolk State University's Innovation Center to bring this program to not only our small businesses but also to all aspiring and seasoned small business owners in Norfolk," said Careyann Weinberg, director of Selden Market.

**Businesses who actively attend all eight of the weekly sessions will be given first consideration for a Selden Market storefront.** Businesses who are interested in opening a storefront at Selden Market are highly encouraged to attend and participate in the *Align* series.

“As a retail incubator, Selden Market has always provided business education and mentorship to our shops. Partnering with our neighbors at NSU will allow us to provide an updated core curriculum, strong resources and even stronger connections and guidance to our businesses, further defining a pipeline for new businesses in Norfolk and helping to ensure area businesses have the knowledge, and a network of resources, needed for long-term success.”

Rhashida Bess, owner of Alodeuri Jewelry, participates frequently in pop-ups at Selden Market and programs offered through NSUIC. “Having Selden Market team up with NSU’s Innovation Center creates the opportunity for businesses like mine to learn how to do business better while actively putting those concepts into action in a physical space that is known for having a unique voice and a tight small business community,” said Bess. “Because it’s so individualized, that’s what makes it really special, you’re not just thrown into a cohort, you have a one-on-one relationship with someone that knows you, your business, and what you want to do.”

“I believe the Align: Small Business Series is where knowledge, resources, and community come together to empower the entrepreneurial spirit and pave the way for long-term success,” said Akosua Acheamponmaa, Director of NSU Innovation Center.

**FOR MORE information and HOW TO Register:** Sign up at [linktr.ee/seldenmarket](https://linktr.ee/seldenmarket) or contact Careyann Weinberg, Director, Selden Market at [seldenmarket@gmail.com](mailto:seldenmarket@gmail.com) or Akosua Acheamponmaa, Director, NSU Innovation Center at [aacheamponmaa@nsu.edu](mailto:aacheamponmaa@nsu.edu).

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**Selden Market**, located at 208 E. Main St. in Downtown Norfolk, is Virginia’s first retail incubator and the winner of the 2018 International Downtown Association’s Pinnacle Award for economic development. The small business marketplace features local shops, food, rotating pop-ups and community events and has been named a reader’s choice Best Shopping Center by Coastal Virginia Magazine since 2020. Follow [Selden Market’s Instagram](#) for the most up to date information and announcements.

Selden Market is operated by **[Downtown Norfolk Council \(DNC\)](#)** a private, not-for-profit membership organization comprised of businesses and individuals working toward a dynamic, attractive and prosperous Downtown. DNC also manages the Downtown Norfolk Improvement District, a 50-block special services district with enhanced services that keep Downtown friendly, safe and spotless. Connect with Downtown Norfolk on [Twitter](#), [Facebook](#) and [Instagram](#) or visit [DowntownNorfolk.org](https://DowntownNorfolk.org).