

Get On The *FastTrac*®...

Maximize Your Business Growth

Let FastTrac® GrowthVenture™ and the SBDC show you how.



Featured in above photos from left to right: Elisa Gambino, Via Elisa; Muhammad Arfan, Soccer Sports Warehouse; Elaine Leathers-Hill, Prestige Design.

"FastTrac® GrowthVenture™ not only helped me see where we needed to improve, but also gave me the tools to make those improvements by focusing on setting goals."

— Elisa Gambino, Via Elisa

The Georgia SBDC Network first brought FastTrac® to the state in 1998. An insightful and thoughtful forum, FastTrac® GrowthVenture™ allows you to look at your business in a brand new way. As a result, you are better able to identify growth opportunities, determine strategies to achieve goals, and pinpoint methods for accessing the human, financial and businesses resources to get you there.

Each class draws small business owners from a wealth of industries who spend 40 hours immersed in instruction on important business strategies and practices. Participants use their companies as case studies, sharing best practices and solutions to problems common to all growing businesses. The interactive discussions are led by a certified FastTrac® facilitator. Other successful entrepreneurs visit to share their stories and insight.

FastTrac® GrowthVenture™ graduates gain advantages useful in an increasingly competitive marketplace:

- Improved understanding and practice of key business concepts.
- A strategic business plan.
- A peer network of other like-minded, growing entrepreneurs.
- A standing partnership for one-on-one counseling with an SBDC business consultant.

More than 200,000 FastTrac® Alumni Worldwide.

When is the last time you were the priority in your growing business? Did you know that with a few strategic planning and management adjustments, you can begin working ON – not just IN – your business?

FastTrac® GrowthVenture™ will show you how to develop skills that will shape the success of your business for years to come.

Learn to analyze your company's strengths and weaknesses, streamline its processes and achieve more balance in your work and personal life.

FastTrac® was created by entrepreneurs for entrepreneurs.

Who understands better that time is money? In just 10 sessions, you will learn to analyze and manage your business like a seasoned CEO.

The modules show you how to SET DIRECTION

- Size Up Your Business
- Explore Growth Opportunities
- Make Strategic Decisions

And TAKE ACTION

- Use Financial Tools
- Strengthen Your Product or Service
- Seize the Market
- Lead the Organization
- Manage Operations and Growth
- Chart Financial Performance
- Make it Happen

Nationally acclaimed and awarding winning, the FastTrac® program offers participants access to practical tools for garnering business intelligence and directing growth, such as the JJ Hill Research Library and an on-line toolkit for planning and analytics.

With FastTrac®, business owners learn to take charge of their business.

Eugene "Gene" Carlton attended FastTrac® hoping to learn pricing techniques that would maximize profits for his company, GC Electrical Solutions:

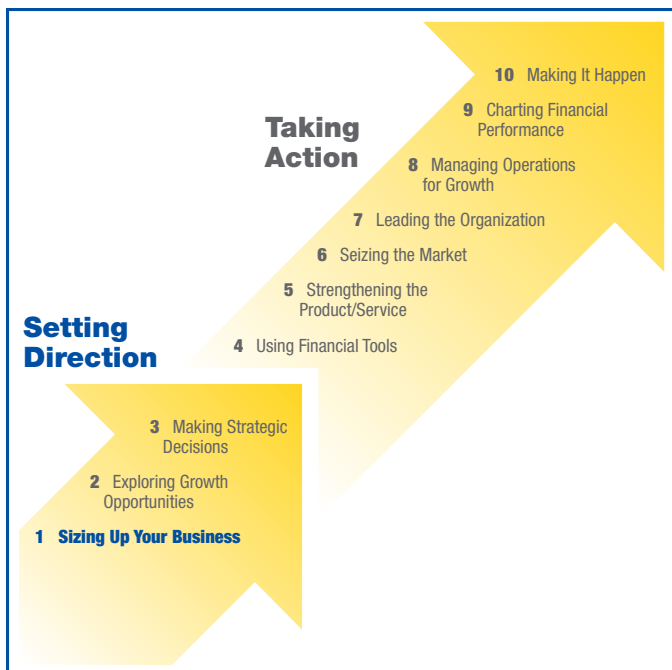
"In 2005, the year I took the training, we increased gross profit and net income by 15 percent. By 2006 our revenues had nearly tripled. In 2007 net income increased by more than 60 percent over the previous year. This growth spurt put us on the Atlanta Business Chronicle's list of 50 Fastest-Growing Private Companies in 2007."

— Eugene "Gene" Carlton, GC Electrical Solutions

"FastTrac® GrowthVenture™ showed me how to develop systems that leverage resources to efficiently manage operations and control the direction of my company's growth. As a result, we are on track for increasing sales by 66% this year."

— Muhammad Arfan, Soccer Sports Warehouse





Module 1: Sizing Up Your Business

Create a framework to improve the performance of your business and build a structure for future growth. Sharpen your strategic thinking skills to begin making decisions based upon facts. Learn to push beyond the status quo to answer the strategic question “Is this business ready for a goals-based plan?”

Module 2: Exploring Growth Opportunities

The most successful entrepreneurs don’t question whether or not they should grow their businesses, but rather how, when and how much. Making decisions about growth requires careful analysis, as well as clarity in personal values, vision and goals. Learn how to set your business on a trajectory for growth.

Module 3: Making Strategic Decisions

Strengthen your ability to make strategic decisions as work continues on a strategic plan. The plan will describe how you will accomplish desired goals and achieve your business vision.

Module 4: Using Financial Tools

Achieve your goals by focusing on the financial aspects of the business. Understand how all parts of the business work together to support your vision. Examine each area in the business—products or services, market, management, operations, and finances—to create a financial plan.

Module 5: Strengthening the Product/Service

Think through ways to improve your products and services based on market needs. Learn how to protect the business from competition and to adjust pricing in response to competitive changes.

Module 6: Seizing the Market

Develop a marketing plan that will encompass your industry, your customers and your competitive advantages and weaknesses.

Module 7: Leading the Organization

Think about your changing roles as you lead the organization. Work on your Management and Organization Plan to explore proven leadership strategies and ideas for hiring, compensating and motivating your team.

Module 8: Managing Operations and Growth

Do current operating systems allow you to fulfill your vision and goals? Concentrate on implementing the best processes needed to monitor and manage the business.

Module 9: Charting Financial Performance

Make specific changes to improve profitability and increase the overall wealth of the business. Once you have determined how much money it will take to grow the business, learn how to maximize internal cash, as well as how to find external sources of cash.

Module 10: Making it Happen

Review the strategies you’ve developed for business success and identify immediate priorities. You will identify specific actions, the person responsible and deadlines for key strategies to be completed. You will finish with a completed business plan and venture presentation.

The Georgia Small Business Development Center Network makes FastTrac® GrowthVenture™ training available to Georgia entrepreneurs with the support of Georgia Power and many local sponsors.

For more information on FastTrac® and other SBDC programs, call your local SBDC office or go to:

www.georgiasbdc.org/fasttrac

Contact Your Local SBDC Office:

Albany Office.....	(229) 420-1144
Athens Office.....	(706) 542-7436
Atlanta Office.....	(404) 413-7830
Augusta Office.....	(706) 721-4545
Brunswick Office.....	(912) 264-7343
Carrollton Office.....	(678) 839-5082
Columbus Office.....	(706) 569-2651
Dalton Office.....	(706) 272-2700
DeKalb Office.....	(770) 414-3110
Gainesville Office.....	(770) 531-5681
Gwinnett Office.....	(678) 985-6820
Kennesaw Office.....	(770) 423-6450
Macon Office.....	(478) 751-6592
Morrow Office.....	(678) 466-5100
Rome Office.....	(706) 295-6326
Savannah Office.....	(912) 651-3200
Statesboro Office.....	(912) 478-7232
Valdosta Office.....	(229) 245-3738

“FastTrac® gave me the opportunity to focus on business expansion. This year has been an exciting growth year and I’m sure it’s because of the FastTrac® course. The program takes a lot of work and dedication, but it is well worth the time.” — Elaine Leathers-Hill, Prestige Design

FastTrac® GrowthVenture™ is a program of the Ewing Marion Kauffman Foundation. The Georgia Small Business Development Center (SBDC) Network is an authorized FastTrac® provider. Special appreciation is extended to Georgia Power, a Southern Company, for statewide sponsorship of Georgia SBDC FastTrac® programs.

“Funded in part through a cooperative agreement with the U.S. Small Business Administration.”

Get On The *FastTrac*®

Application

Maximize Your Business Growth

Let FastTrac® GrowthVenture™ and the SBDC show you how.

Course Outline:

Setting Direction

Sizing Up Your Business
Exploring Growth Opportunities
Making Strategic Decisions

Taking Action

Using Financial Tools
Strengthening the Product/Service
Seizing the Market
Leading the Organization
Managing Operations for Growth
Charting Financial Performance
Making It Happen

"Our sales have jumped 35% and we have been able to restructure and concentrate on our real money making products."

— Mark Millwood, Jr., NGF Digital, Inc.



For questions and payment information contact:

Sharon Macaluso
Area Director

UGA SBDC
2296 Henderson Mill Road Suite 404-B
Atlanta, GA 30345

Tel: (770) 414-3110
Fax: (770) 414-3109

Location:

UGA SBDC, 2296 Henderson Mill Rd., Suite 404-B, Atlanta, Georgia 30345

Dates & Times:

Breakfast & Networking: 8:30 AM – 9:00 AM

Friday, January 22, 2010	9:00 AM – 1:00 PM
Friday, January 29, 2010	9:00 AM—4:00 PM
Friday, February 5, 2010	9:00 AM—1:00 PM
Friday, February 12, 2010	9:00 AM—4:00 PM
Friday, February 19, 2010	9:00 AM—1:00 PM
Friday, February 26, 2010	9:00 AM—4:00 PM
Friday, March 5, 2010	9:00 AM—1:00 PM

Tuition:

\$895 per person. \$650 for second person from same business. Additional \$50 per person for payments / registrations received after January 10, and based on availability.

Enrollment:

To allow participants maximum benefit from this interactive forum, enrollment is limited and advanced registration is required. In addition, companies in direct competition with one another will not be allowed, unless mutually approved by the affected companies.

Cancellation:

If written cancellation request is received up to 30 days prior to the event, a refund may be issued in the same manner that payment was made, less a \$100 processing fee. Cancellations requested after December 22, 2009 will not be allowed and no refunds will be made, however, you may transfer tuition to a substitute participant referred by you, provided they meet the application requirements. UGA SBDC may cancel with notice and all pre-paid tuition fees will be refunded.

Manuals, Materials, Breakfast & Lunch Included.

Application Form

(Fax or mail completed application to fax number or address listed on the left.)

Name _____ Business Name _____

Mailing Address _____ City _____ State _____ Zip _____

Phone (____) _____ Fax (____) _____ Email _____

Number of employees ____ (F/T) ____ (P/T) Years in Business _____ Annual Revenues _____

Description of Business _____

Reason for Attending FastTrac®: _____

I was referred to FastTrac® by: _____

Special Thanks to Our Sponsors

