



ASSOCIATION OF SMALL BUSINESS  
DEVELOPMENT CENTERS

# ANNUAL CONFERENCE

SEPTEMBER 21-24, 2010 • GRAND HYATT SAN ANTONIO • SAN ANTONIO, TEXAS



## ASBDC 2010 Core Competency Training Based on the ASBDC Core Competency Task Force Report

| ASBDC 2010 Annual Conference<br>Core Competency Training |   |  |  |
|--|---|--|--|
|  | Wednesday, 9/22   | Thursday, 9/23   | Friday, 9/24   |
| 8:30 am – 10:00 am                                       | <b>Financial Road Map: Assessment Tools to Measure and Improve Performance</b><br>Steve LeFever<br>Business Resource Services (BRS) | <b>Creating a High Impact, Cutting-Edge SBDC Entrepreneurship Training Process Utilizing FastTrac®</b><br>NewVenture<br>Susan Henson<br>Missouri SBTDC | <b>Measure What Matters: A Practical Approach to Building Business Value</b><br>Andy Fried<br>Georgia SBDC Network |
| 10:00 am – 11:15 am                                      | <b>Financial Road Map: (Continued)</b><br>Steve LeFever/ BRS  | <b>Proposal Writing to WIN Government Contracts</b><br>Joseph Jablonski<br>Technical Management Consortium, Inc.                                       | <b>Measure What Matters: (Continued)</b><br>Andy Fried<br>Georgia SBDC Network                                     |
| 12:00 pm – 1:45 pm                                       | Opening Lunch   | Lunch Break  | Lunch Break  |
| 2:00 pm – 3:30 pm  | <b>The 30-Minute Business Plan</b><br>Drew Tonsmeire<br>Georgia SBDC Network  | <b>The Power of Local Marketing and Reviews</b><br>Rieva Lesonsky<br>Business Resource Services  | <b>Sharpen the Edge with SBDCNet</b><br>Judith Johnson<br>South-West Texas Border Region SBDC                      |
| 3:45 pm – 5:15 pm  | <b>Helping Small Business Use Email to Improve Their Direct Marketing Success</b><br>Wendy Lowe<br>Campaigner                       | <b>Increasing Client Performance and Bankability</b><br>Steve LeFever<br>Business Resource Services  | <b>The Employment Lifecycle</b><br>Deirdre Pattillo<br>South-West Texas Border Region SBDC                         |

To view the ASBDC Core Competency Task Force Report, please go to the MEMBERS section on the ASBDC website at: [www.asbdc-us.org](http://www.asbdc-us.org)