



Welcome to e-news for *NEXT*

NEXT is the resource collaborative that specializes in developing the region's fast-growth entrepreneurial sector. The mission of *NEXT* is to create a new culture of entrepreneurship in the region and dramatically increase the number and quality of fast-growth, entrepreneurial companies headquartered in our region. *NEXT* pursues three key initiatives to achieve its mission: client services to technology-based entrepreneurs; infrastructure; and voice/advocacy.

For additional information, contact Brenda Laakso at 864-239-3711.

EVENT CALENDAR

***NEXT* BP Forum "Searching for the New Knowledge Economy"** Monday, September 14, 2009. Bruce Yandle, Dean Emeritus, Clemson University College of Business will be our guest expert.

NEXT CEO's attend to learn about: Brains filled with wealth-enhancing knowledge form the capital of the future. But brains are far more mobile than machines and factory buildings. Where are they locating in the U.S.? How can we measure the location of the knowledge economy across states and cities? How is South Carolina faring as a competitor in the new knowledge economy?

About the Speaker - Bruce Yandle, Dean Emeritus, Clemson University College of Business

Bruce Yandle is Alumni Distinguished Professor of Economics Emeritus at Clemson University, and Dean Emeritus of Clemson University's College of Business & Behavioral Science. Dr. Yandle served in Washington on two occasions, first as a senior economist on White House staff during the Ford and Carter Administrations and later as Executive Director of the Federal Trade Commission in the Reagan Administration. He is a Senior Fellow with Clemson's Thurmond Institute and a Distinguished Adjunct Professor of Economics with George Mason University's Mercatus Center where he lectures regularly on Capitol Hill. Dr. Yandle has been a member and chairman of South Carolina's State Board of Economic Advisors. He is past-president of the Association of Private Enterprise Education and a trustee of Spartanburg Methodist College. He is author/coauthor of some 16 books, including *Regulation by Litigation*, just released by Yale Press. Prior to entering a career in university teaching, Dr. Yandle was in the industrial machinery business for 15 years. Clemson's Strom Thurmond Institute distributes his quarterly Economic Situation newsletter on the economy.

Advanced Materials Research and Innovation Campus *NEXT* BP Forum "Health Insurance" Monday, September 14, 2009 Steve Epps, Corporate Benefits Inc. will be our guest expert. 11:30 a.m. to 1:00 p.m. Location: Advanced Materials Research Lab, 91 Technology Drive, Anderson, SC 29625

Next event:

***NEXT* BP Forum "5.7 Unconventional Methods to Closing Unbelievable Sales with Explosive Results!"** Monday, October 5, 2009. Daniel Waldschmidt, Encover [a gnoso company], will be our guest expert.

NEXT CEO's attend to: Explore how companies can explosively increase their revenue by throwing away the old sale processes they have read about in books.

About the Speaker – Daniel Waldschmidt,

Dan's goal is to "change the world" in a million little ways. With a passion for mentoring sales and marketing executive, he hopes to create a legacy of EXCELLENCE. Calling himself an "ordinary dude with an outrageous

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executive, he hopes to create a legacy of EXCELLENCE. Calling himself an “ordinary dude with an outrageous vision”, Dan’s passion is help business innovators *EXPLODE* their revenue — pushing the boundaries of possibility... physically, mentally, and careerly...

Daniel is a talented executive and former CEO who has demonstrated the ability to lead a team of sales and technology professionals to high levels of achievement in various highly competitive industries. Dan has a proven track record of effective sales planning, revenue growth, and software product design and management. Not at all conventional, and sometimes totally “nuts”, Dan writes about it all on his blog *The DEW View!* After consulting with start-ups over the past few years about “whale hunting” and zany marketing ideas, Daniel accidentally realized that generating large amounts of revenue from other entrepreneur’s brilliant ideas was a unique skill that he could offer the world... And now that’s what he does full time!

NEXT Workshops – Salesforce.com

Workshop #1: Introduction to Salesforce.com September 22, 2009 Noon to 2:00 p.m.

Cost: \$10.00 per person (lunch included)

Location: NEXT Innovation Center

Objective: Provide business owners and managers with an overview of salesforce.com and how it can improve their business.

Agenda: Presentation -- Explain the concepts of Customer Relationship Management (CRM). Understanding the components of CRM. Walk through salesforce.com. Show the salesforce.com sales process. Q&A -- Answer questions about how salesforce.com can be used in different businesses and how it can integrate with other software.

Value Proposition: Business owners and managers will learn how to streamline business processes, reduce duplication of efforts, and get complete visibility into their sales processes

Format: 60% presentation, 40% Q&A

- Understand the components of CRM
 - o Salesforce Automation – Accounts, contacts, activities, opportunities, revenue forecasts
 - o Marketing Automation – target customers, track campaigns, manage leads
 - o Service & Support – capture inquiries, knowledgebase of solutions, increase support service levels
- Explain the concept of CRM
 - o CRM is a methodology that allows companies to see a complete 360-degree view of all business relationships, including customers, competitors, partners, vendors, and resellers.
- Benefits of using Salesforce.com.
 - o Reduce duplication of efforts
 - o Minimal costs for maximum gain
 - o Full visibility of sales process

Workshop #2: How to get the most out of your salesforce.com investment (date: “TBD”) Noon to 2:00 p.m.

Cost: \$10.00 per person (lunch included)

Location: NEXT Innovation Center

Objective: Teach salesforce.com users in Greenville, SC the salesforce.com best practices.

Agenda: Presentation – Walk through the salesforce.com sales cycle. Learn how to maintain data integrity. Q&A – Answer questions about issues users have faced in salesforce.com.

Value Proposition: Get answers to issues you’ve experienced in salesforce.com. Determine the best way to implement new functionality. Learn how to keep data clean, How to create a special report.

Format: 40% Presentation, 60% Q&A [Click here for details on how to register](#)

NEXT PARTNER SERVICES and EVENTS

FastTrac® NewVenture™ FastTrac NewVenture is ground zero for anyone interested in starting a business. An education program created by entrepreneurs for entrepreneurs, FastTrac NewVenture is designed to help you evaluate and perfect your business concept. Taught by seasoned entrepreneurs in your community, FastTrac’s hands-on program uses your idea as a case study, giving you an opportunity to “workshop” your venture in a safe

hands-on program uses your idea as a case study, giving you an opportunity to "workshop" your venture in a safe and supportive environment. FastTrac NewVenture is a nine-module, 31.5 hour, program. The cost for the NewVenture course is \$195. Register and pay at least 2 weeks in advance to receive a \$50 discount!

[Check the program schedule](#)

FastTrac® GrowthVenture™ What do you get out of FastTrac GrowthVenture? That's easy. Control of your business and your life. Graduates of FastTrac GrowthVenture describe the program as one that encourages entrepreneurs to streamline their business processes, analyze strengths and shortcomings, and achieve more balance in their work and personal lives. By working closely with other entrepreneurs in the intensive, FastTrac GrowthVenture environment, you'll interact with a group of people with whom you can share ideas, strategies, and successes. You'll also hone business skills that you'll use to shape your business for years to come. The cost for the GrowthVenture course is \$295. Register and pay at least 2 weeks in advance to receive a \$50 discount!

[Check the program schedule](#)

Downtown Greenville cultural events:

http://www.greatergreenville.com/visitors/events_cal_resultsGG.asp?Start_DateM=06&Start_DateD=15&Start_DateY=2007

PRESS RELEASES

TiBA Solutions Joins NWN Corporation, Expanding Both Market Reach and Solution Breadth

GREENVILLE, SC – Greenville application development powerhouse, TiBA Solutions, has joined forces with NWN Corporation. This move will allow TiBA to offer clients a broader range of technology solutions. Using the NWN Corporation name, the Greenville team will continue to provide custom information technology solutions, while adding network architecture, nCare™ remote managed services, and IT staffing. In addition, they will join their NWN colleagues in providing unified communications; enterprise computing; data storage and business continuity; and information security solutions.

Ken Brower, Vice President of the NWN Application Development Center of Excellence, says, "Integrating TiBA Solutions with NWN will enable us to bring new services to our South Carolina clients and to give our employees more opportunities to grow and develop." "

For almost a decade the Greenville company has provided public and private sector organizations with strategic technology consulting; project management; and application design and development. TiBA has been widely recognized for Business One Stop, a solution that offers one place to go for everything a citizen needs to register a new business.

NWN President and CEO, Mont Phelps, says: "TiBA Solutions is an excellent complement to NWN. TiBA has achieved outstanding results in the markets it serves because of its talented professionals and its distinctive solutions. The company has attained top certification with Microsoft and was given a Winning Customer Award for its South Carolina One Stop solution, a customized application for the state of South Carolina."

About NWN Corporation

Headquartered in Waltham, MA, NWN Corporation provides clients with a complete range of system integration services and solutions. These range from business systems strategy and design to IT architecture, implementation, nCare™ remote management, and IT staffing. The company's technology specialties include unified communications; enterprise computing, including systems, wireless and physical infrastructure; data storage and business continuity; information security; and application development. NWN also brings its clients the premier products in the industry, tailored to their specific needs and situations. These include technologies from Cisco, Microsoft, Hewlett-Packard, EMC, VMware, and many others.

NWN's clients include private and public sector organizations in almost every line of work. It provides solutions to major banks, universities, manufacturers, hospitals, and state and local government agencies.

With eight branches throughout the eastern US and Texas, the privately-held company serves clients operating locally, nationally and internationally. In addition to corporate headquarters and a branch in Waltham, MA, NWN serves clients with branches in Farmington, CT; Mt. Laurel, NJ; Raleigh, NC; Greensboro, NC; Charlotte, NC;

serves clients with branches in Farmington, CT; Mt. Laurel, NJ; Raleigh, NC; Greensboro, NC; Charlotte, NC; Greenville, SC; and Houston, TX. The company's Smart Government practice serves clients nationwide.

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Immedion Hires New Marketing Communications Manager, GREENVILLE, S.C. (Aug 18, 2009) Immedion, LLC, South Carolina's only dedicated data center and managed services provider has hired Natalia Muska as their new Manager of Marketing and Communications. Natalia will be responsible for all of Immedion's communications and marketing objectives. She will play a vital role in expanding Immedion's market presence through on-going market research, copywriting, PR and media relations' efforts.

Natalia comes to Immedion from KeyMark Inc. where she served as a Marketing Communications Specialist for three years. Prior to her work with KeyMark, she was a Marketing Specialist with Fluor Corporation. Natalia has over six years of marketing and communications experience and holds a master's degree in professional communications from Clemson University. In 2008, she was the recipient of the Carolina's chapter of the Business Marketing Association's (BMA) *Best in South Carolina* Pro Ad award for work she did on KeyMark's annual Horizons Conference.

"We're very excited to have Natalia on our team," said Frank Mobley, CEO of Immedion. "Her experience and enthusiasm are the perfect fit for us. Immedion strives to put our customers first and to always stay ahead of the curve by being proactive and anticipating our customer's needs. Part of that is having a strong marketing and communications strategy. We have hired an exceptional staff of professionals and Natalia is a positive addition to our dynamic group."

About Immedion

Immedion's objective is to keep customer business-critical data and applications available 100% of the time 24x7x365. They accomplish this by coupling a world-class data center facility and a strategic array of managed services developed to deliver the highest degree of reliability at a very competitive price. Since 2007, Immedion has been delivering fully redundant power, Internet bandwidth, cooling and humidity control to the Upstate business' IT infrastructure. Customers leverage the Immedion enterprise level data center to minimize critical computer system downtime caused by commercial power outages, Internet problems, or other system failures. Immedion is headquartered in Greenville, SC. For more information please visit, or contact Immedion at:

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New Ideas SC Business Idea Competition Kicks Off with Cash Prizes

Everyone Has a Dream or a Great Idea – What's Yours?

Charleston, SC – August 3, 2009 South Carolina residents can win \$5,000 cash for the best business idea through the New Ideas SC Competition, which is kicking off now to foster entrepreneurship in South Carolina.

Participants can enter their idea at www.NewIdeasSC.com through September 21, 2009. The winners will be announced at the Small Business Innovation Summit and Expo in Charleston on November 4, 2009. The grand prizewinner will receive \$5,000 of seed money for their business idea, a scholarship to a FastTrac® entrepreneurial training program, tickets to the Small Business Innovation Summit and Expo and access to a Dream Team of Mentors to help the winner cultivate their idea. Five first place prizes of \$2,500 will be awarded in the categories of BioScience, Software/Information Technology, Engineering, Environmental Sustainability, and the Wild Card. Each winner will receive a scholarship to FastTrac® and tickets to the Small Business Innovation Summit and Expo. There will be five \$1,000 honorable mention prizes distributed as well as in each category. Winners will be chosen based on the idea's viability, innovation/vision, and profit/revenue potential.

"This is the fifth year we have implemented the New Ideas SC Contest due to the gracious support of SC Launch, New Carolina, FastTracSC, OrangeCoat, SCRA and ThinkTEC," said Mary Dickerson, Coordinator, New Ideas SC.

New Carolina, FastTracSC, OrangeCoat, SCRA and ThinkTEC,” said Mary Dickerson, Coordinator, New Ideas SC. “We are looking for those business ideas that can bring new jobs, new energy, new talents, new life and new wealth to South Carolina.”

“New Ideas for a New Carolina has been stoking the entrepreneurial fires of South Carolinians for several years, now. We look forward to seeing more inventive ideas this time around, and have enjoyed working with partners to support an entrepreneurial climate in the state that will keep South Carolina competitive.” Amy Love, deputy executive director, New Carolina □ SC’s Council on Competitiveness.

“We are pleased to support South Carolina’s up and coming entrepreneurs and their innovative business ideas again this year,” said Dave McNamara, SC Launch Director and SCRA Sr. Vice President. “SC Launch is proud to be associated with the New Ideas contestants– and we are eager to see them succeed and help build an even stronger knowledge based economy in South Carolina.”

New Ideas SC Contest Open for Entries

What’s Your New Idea?

The New Ideas SC contest could be your big break! Enter your idea for a new business – a product or service – and compete to win the Grand Prize of \$5,000 to help kick-start your business. You will also receive a Dream Team of advisors and a scholarship to the [FastTrac®](#) entrepreneurial training program of your choice.

We’re just looking for the idea – no lengthy business plans, schematics or prototypes. Simply answer a few questions about the idea and you’re on your way. Enter between July 27, 2009 and September 23, 2009 in one of our five categories: Bioscience, Environmental Sustainability, Engineering, Software & Internet Technology and the most popular – Wildcard. Category Winners receive \$2,500 and Category Runner-Ups receive \$1,000. All Category winners receive a scholarship to the FastTrac® entrepreneurial training class of their choice (NewVenture™, GrowthVenture™ or TechVenture™).

Prizes will be awarded at the Small Business Innovation Summit on November 4, 2009 in Charleston, South Carolina.

Enter your idea!

- [Contest site: www.newideassc.com](http://www.newideassc.com)
- [New Ideas SC on FaceBook](#)
- [Press Release](#)

For more information on the services of NEXT partner organizations, visit: NEXTGreenville.com
You received this email because you have expressed interest in NEXT, please join us, and get involved!