



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 864-751-4806.

EVENT CALENDAR

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.

- Why no one cares about your business card...
- Getting your target customer's attention so you can sell them something...
- Staying motivated during rejection...
- How to find great sales reps to grow your business...
- When to provide outrageous service...
- Investing in the post-sales process...

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 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!

Advanced Materials Research and Innovation Campus NEXT BP Forum "CEO Open Discussion" Monday, October 12, 2009

AMRIC NEXT BP Forums are held from 11:30 a.m. to 1:00 p.m. at the Advanced Materials Research Lab, 91 Technology Drive, Anderson, SC 29625

Next event:

NEXT BP Forum – Greenville Monday, November 2, 2009
Anderson Monday, November 9, 2009

[Clemson
Spiro
Institute](#)

[Buck Mickel
Center](#)

[Greenville
Chamber](#)

[City of
Greenville](#)

[FastTrac](#)

[Clemson
University
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[SC Launch!](#)

[Anderson
Area
Chamber of
Commerce](#)

[Clemson
Renaissance
Center](#)

[GSATC](#)

[UCAN](#)

[NEXTStart](#)

Anderson Monday, November 9, 2009

NEXT PARTNER SERVICES and EVENTS

Clemson University Master Panel of Entrepreneurs

Thursday, October 8th

Cost: No Charge, but registrations is required. See invitation below to register.

Hope to see you there! It will be a terrific evening!

David Wyman
Arthur M. Spiro Institute for Entrepreneurial Leadership
Clemson University
346 Surrine Hall
Clemson, SC 29634
864-656-7233
dwyman@clemson.edu



Vipin K. Garg, PhD
Tranzyme Pharma, Durham, NC
Award Recipient, Health Sciences

Vipin Garg is a "serial entrepreneur". He has been creating biotechnology companies and maneuvering their compounds through the maze of regulatory requirements for the FDA for over 20 years. He has been involved with the creation of five companies, four of which have been sold or taken public in successful exits for their investors. The fifth is Tranzyme Pharma, and Vipin has it on the verge of another success. Tranzyme's most promising compounds are a drug in Phase II clinical trials and another poised to begin Phase III.

Philip Maung, Founder and CEO
Hissho Sushi, Charlotte, NC
Award Recipient, Retail/Consumer Products

Philip Maung came to the U.S. with less than \$20 in his pocket and was determined to create a thriving business. In 1998, Philip and his wife started Hissho Sushi on their dining room table. Hissho, which translated means "Certain Victory," is exactly what Hissho Sushi achieved. Today, the company's headquarters is a 46,000 square foot facility from which fresh sushi product is shipped on a daily basis to over 300 sushi bars and hot food formats for retail partners in 20 states.

Event Details: Thursday, October 8th
Westin Poinsett Hotel (downtown Greenville)

5:30 Reception (open - mezzanine level)

6:00 Master Panel of Entrepreneurs (Gold Ball Room)

Cost: No charge, but registration is required

Registration Details: RSVP by clicking [HERE](#)

For further information please contact: Kathy Glenn 864-656-2433 or spiro@clemsun.edu.

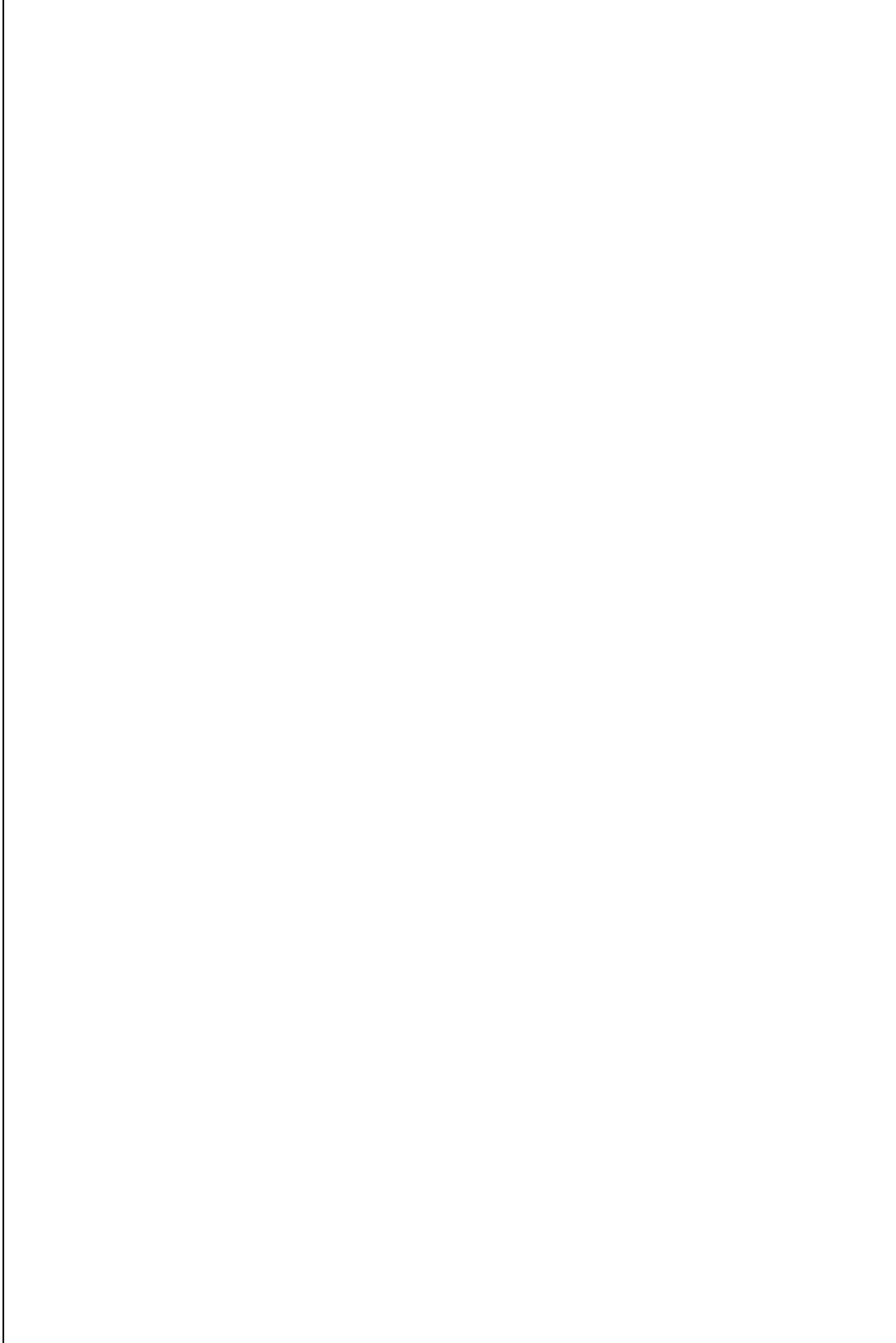
For further details of Clemson Renaissance Center events,
Please contact Pris Foster at 864-370-3038 or priscif@clemsun.edu for details
135 S. Main Street, Ste 600 Greenville, SC 29601

Mark Housley has left Invenca to join ProHisto , LLC a University of SC affiliated start-up engaged in the field of immunohistochemistry . ProHisto , LLC was formed in 2007 and has recently begun shipping its IHC kits to several leading cancer research centers in the United States and Canada . The Company has one patent pending and plans to file two additional cases in 2010 .

Contact:
Mark Housley, CEO
ProHisto, LLC
864-553-4823
govivo@live.com

Immedion's two year anniversary and customer appreciation event:
Thursday, October 22, 2009
5:30 – 8:30 p.m.
ZEN
924 South Main Street
Greenville, SC 29601
To RSVP click anywhere on invitation below:

To RSVP click anywhere on invitation below:



[Invite not displaying correctly? Click here to view as a web page](#)

Acumen I.T.

Acumen just completed its build out of its building from 3000 sq ft to 13,000 sq ft. We celebrated this in conjunction with our 10-year anniversary last Thursday the 17th of Sept. We had over 200 attendees at the event and it was very successful. Acumen strives to help companies with their I.T. infrastructure and also to help them improve their operations and accelerate their business through business application consulting and process management.

About Acumen I.T.

Acumen I.T. LLC is the largest Microsoft Dynamics accounting software provider in South Carolina. We also have over 250 customers that we provide I.T. support for. We were awarded Small Business of the Year in 2007 by the Greater Greenville Chamber of Commerce and Top 25 Fastest Growing Companies in SC in 2008 (#12). We are also told we are a finalist for Top 25 Fastest Growing companies in SC for 2009. We receive our rank in November at the official ceremony.

Contact:

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3620 Pelham Rd PMB 9
Greenville, SC 29615
Tel: (864)271-9000
Fax: (864)334-1941
Web: **AcumenIT.com**

You Are Cordially Invited to Attend:

The Clemson Renaissance Center's Fall Innovation Roundtable

"Launching a Technology Start-Up in the Upstate:
A Conversation with Clemson Affiliated Spin-Offs"

October 30, 2009

12:00-1:30 pm

At The Greenville Chamber of Commerce, 24 Cleveland St.

Panelists:

Michael Bolick
Founder, President & CEO
Selah Technologies, LLC

Dee L. Cross
Founder and President
Equi-Tox, Inc

David Myers
Chief Technical Officer
SensorTech, LLC

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 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

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Downtown Greenville cultural events:

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

PRESS RELEASES

Merge President Honored As Greenville Magazine Best & Brightest Recipient

(Greenville, SC, Sept 18) *Merge*, an Upstate web design firm that offers "web excellence" through strategic web solutions is proud to announce that it's President, Adam Landrum, has been named as one of Greenville Magazine Best & Brightest of 2009.

Adam is among 35 leaders in the Greenville community age 35 and under that were recognized. This prestigious recognition is a reflection of Adam's impressive career path as well as his community involvement. In addition to his commitment to Merge, he is also married with four children and is actively involved in many community programs. He serves on the board of the Metropolitan Arts Council and headed up the PULSE mentoring program, Pace Setters. He currently serves on several chamber committees including the Issues Series, the Advantage Greenville committee, and the NEXT collaborative for high tech/high growth CEO's as well as the PULSE board. He is active in the Downtown Rotary Club and the Discover Church in Mauldin.

Greenville Magazine's Best and Brightest recipients are featured in the September issue and will be honored at the Best & Brightest event on September 29th at the BMW Performance Center.

About Merge

Merge is the only web development firm in Greenville, SC that offers a comprehensive, strategic approach to developing high-performance web sites for its clients. Founded in 2002, Merge has established itself as one of the leading web firms in the Southeast. You can visit Merge's web site at www.mergeweb.com.

Contact:

Erin Peckham
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18 W. North St.
Greenville, SC 29601

Log For Life, a Gnosso company, Gives Diabetics Faster, Easier Glucose Logging

Log for Life, an award winning glucose logging application designed to empower and support insulin dependent diabetics, has officially launched after adding many key features.

Greenville, SC ([PRWEB](#)) September 25, 2009 -- With its official launch, the Log for Life glucose logging application (<https://www.logforlife.com/>) and its companion iPhone app provide insulin dependent diabetics a simple and effective way to manage blood sugar levels for a healthier, longer life.

What is diabetes? The American Diabetes Association defines diabetes as "a disease in which the body does not produce or properly use insulin. Insulin is a hormone that is needed to convert sugar, starches and other food into energy needed for daily life." Diabetes requires close management of blood sugar levels (glucose) to improve quality of life and reduce the risk of severe health complications. Managing diabetes may involve lifestyle changes, but for more than 3 million diabetics in the U.S. alone, managing this disease requires daily glucose checks and insulin injections. Log for Life is here to help empower and support these diabetics, though Log for Life can be used by those affected by either type 1 or type 2 diabetes.

The inspiration for Log for Life came from Ethan, a type 1 diabetic and a graphic designer at the software company Gnosso. Ethan explained, "I tried many other sites and tools and none were easy to use or gave me the insight into my log data to help me make changes. Since I log my glucose levels multiple times a day, I wanted a tool that was fast, functional, and beautiful." With the help of a team of experienced web developers and successful entrepreneurs, Ethan's passion for building a helpful tool for himself and others grew into Log for Life.

Log for Life allows diabetics to quickly enter glucose levels, carbohydrate intake, medication intake, time spent exercising, weight, and additional notes. These entries can be made in multiple ways to make logging fast and easy (<https://www.logforlife.com/#quick-entry>). Any mobile phone that can send email, connect to the web, or send a text message to an email address can also log entries (<https://www.logforlife.com/#mobile-logging>). Additionally, the Log

message to an email address can also log entries (<https://www.logforlife.com/#mobile-logging>). Additionally, the Log for Life: Diabetes Quick Entry iPhone application allows entries to easily be made from an iPhone or iPod touch (<https://www.logforlife.com/#iphone-friendly>).

Since entries can be made in less than 10 seconds, Log for Life effectively replaces paper log books and complicated glucose meter software. Even those who are not in the habit of logging their glucose can start logging with minimal effort. Diabetes can strike at any age and supporting a diabetic can involve a whole team, so Log for Life is designed to be used by anyone, from children to parents, doctors to teachers. The effectiveness of the design was confirmed in 2008 when Log for Life won an industry design award that included judges from the world-renowned IDEO design firm.

Log for Life can be shared with family, friends, or a health care team, so anyone can monitor and provide support (<https://www.logforlife.com/#share-your-log>). The data analysis features on the web site allow a diabetic to review past entries for trends, then print the log for a Doctor's appointment, or export the data for further analysis. Log for Life puts diabetics in control of their information and their diabetes.

With ease of use, multiple entry and reporting features, Log for Life empowers diabetics to be the best they can be without the hassle.

To take a quick product tour or to start a free trial, please go to: <https://www.logforlife.com/>

About Log for Life

Log for Life is a division of Gnosio, a Greenville S.C. software company. Peter Waldschmidt, a successful entrepreneur in the education analytics industry, started Gnosio in 2007. NCover, Gnosio's first product, is a software development tool used by 1 out of 4 Fortune 100 companies.

Contact:

Ethan Mullis
media(at)logforlife(dot)com

The Anderson Area Chamber of Commerce's Gain Momentum Business Expo, presented by GOS, will be held Thursday, October 22 from 1 pm - 7 pm at the Anderson Civic Center.

For more information and to register please visit www.andersonscchamber.com or copy and paste the URL below to your web browser.

<http://andersonscoc.weblinkconnect.com/cwt/External/WCPages/WCEvents/EventDetail.aspx?EventID=1151>

Contact:

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864.226.3454
mleitzsey@andersonscchamber.com

SensorTech Corporation, Greenville, SC, an advanced materials company located in Greenville, South Carolina, announced today that it will be launching a new product line of "smart" polymer Compression Load Cells in early October, 2009. Load cells are contact sensors used to measure forces like pressure, load/tension, torque and vibration in a wide variety of industrial applications. SensorTech's breakthrough technology load cells utilize the company's patent pending "smart" polymer sensing technology to provide 5-10 x the durability of traditional sensors and formability needed for measuring 2D & 3D surfaces. For more information about SensorTech Corporation or our Compression Load Cells contact David Myers, CEO at (864) 298-0684 or dmyers@sensortechcorp.com.

About SensorTech Corporation SensorTech is an advanced materials company that provides smart polymer sensor solutions to help make other company's products and processes more intelligent.

Contact:

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SBA Administrator announces availability of H1N1 Preparedness Guide for Small Businesses

WASHINGTON— Small Business Administration Administrator Karen Mills and Department of Homeland Security Secretary Janet Napolitano today announced the availability of a preparedness guide designed to assist small businesses in planning for the possibility of an H1N1 flu outbreak this fall.

During a call with reporters Mills made clear the importance of flu preparedness for small businesses.

“Small Business owners should take the time to create a plan, talk with their employees and make sure they are prepared for flu season,” said Mills. “For countless small businesses, having even one or two employees out for a few days has the potential to negatively impact operations and their bottom line. A thoughtful plan will help keep employees and their families healthy, as well as protect small businesses and local economies.”


Outbreaks of H1N1 flu are occurring now across the country and will likely coincide with the return of seasonal flu this fall and winter. The preparedness guide offers small business employers tools and information to help them plan for and respond flexibly to varying levels of severity of an H1N1 outbreak—which may lead to increased absenteeism, and, if the outbreak becomes more severe, may include restricted service capabilities and supply chain disruptions.

Employers are encouraged to put strategies in place now to protect their employees and their businesses in advance of the fall flu season. Included in the preparedness guide are tips on how to write a continuity of operations plan, steps for keeping employees healthy, frequently asked questions about the 2009 H1N1 flu and a list of additional resources that employers can access online.


To download the booklet please visit www.sba.gov/flu

Contact:

Anna C. Huntley
Public Information Officer
SBA South Carolina District Office
(803) 253-3753



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