



## 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 to 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 "Obama's Economic Stimulus Package... is it working and how does it benefit small business?"** Monday, November 2, 2009. Debbie Baird will be our guest expert.

NEXT CEO's attend to: Discover the pros and cons of Obama's Stimulus Package.

**About the Speaker** – Debbie Baird is currently on the faculty of Greenville Technical College and the owner of Deborah Baird, PA, CPA firm with 20 years experience in public practice as a CPA.

**Advanced Materials Research and Innovation Campus – AMRIC NEXT BP Forum "How the community can develop its infrastructure"** Monday, November 9, 2009

**Next event:**

**NEXT BP Forum – Greenville** Monday, December 7, 2009  
**Anderson** Monday, December 14, 2009

## NEXT PARTNER SERVICES and EVENTS

**NEXT Workshops – Salesforce.com**

**Workshop #1: Introduction to Salesforce.com** November 19, 2009 Noon to 2:00 p.m.

**Cost: \$10.00 per person (lunch included)**

**Location: NEXT Innovation Center 411 University Ridge, Greenville, SC 29601**

**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

[Clemson Spiro Institute](#)

[Buck Mickel Center](#)

[Greenville Chamber](#)

[Greenville Chamber Grow U](#)

[City of Greenville](#)

[FastTrac](#)

[Clemson University Research Foundation](#)

[SC Launch!](#)

[Anderson Area Chamber of Commerce](#)

[Clemson Renaissance Center](#)

[GSATC](#)

UCAN

NEXTStart

Innoventure

Clemson  
University  
Advanced  
Materials  
Center

- Marketing Automation – target customers, track campaigns, manage leads
- Service & Support – capture inquiries, knowledgebase of solutions, increase support service levels
- Explain the concept of CRM
  - 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.
  - Reduce duplication of efforts
  - Minimal costs for maximum gain
  - 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 411 University Ridge, Greenville, SC 29601**

**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 to have a [registration form emailed to you, please Click here](#).

**FastTrac® NewVenture™** FastTrac NewVenture is ground zero for anyone interested in starting a business. For more information please click on link to [Check the program schedule](#) or paste URL to your web browser: <http://www.fasttracsc.org/aboutus.php#aboutfasttrac>

**FastTrac® GrowthVenture™** What do you get out of FastTrac GrowthVenture? For more information please click on link to [Check the program schedule](#)

**Downtown Greenville cultural events:**

<http://www.greenvillesc.gov/>

## PRESS RELEASES

### GREENVILLE CHAMBER'S SMALL BUSINESS MEMBERS TO GROW GREENVILLE

*Two lucky Chamber members will win a new BMW!* (GREENVILLE, S.C.) The Greenville Chamber launched October 6, 2009, a unique yearlong "Grow Greenville" membership campaign. Grow Greenville asks current members and every Greenville business leader (or anyone who will reach out to those they know) to help the Chamber add 2,010 new members in 2010.

For more information on the Grow Greenville – Grow U program, see contact below, or get details and forms pertaining to "Grow Greenville – 2,010 in 2010" at <http://www.growgreenville.org/>

Contact:

Andrea Powell

864-239-3709

[apowell@greenvillechamber.org](mailto:apowell@greenvillechamber.org)

[www.greenvillechamber.org](http://www.greenvillechamber.org)

### **About the Greenville Chamber**

The Greenville Chamber is the largest business organization in the Upstate, serving more than 2,200 members. The Chamber's mission is to build one of the premier business communities in the world by leading through collaboration, building community prosperity, being the voice of business, and enhancing quality of life.

**Merge Launches New Site For Heavy Salvage (Greenville, SC, Oct 5)** Merge, is proud to announce the completion and launch of the web site for Heavy Salvage. Heavy Salvage partnered with Merge to completely redesign HeavySalvage.com. For more information visit: <http://www.mergeweb.com/portfolio>. Heavy Salvage at <http://www.mergeweb.com/>

**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. Visit Merge at <http://www.mergeweb.com/>.

Contact:

Erin Peckham  
864-373-9330  
erin@mergeweb.com

**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.

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— To download the booklet visit [www.sba.gov/flu](http://www.sba.gov/flu)

Contact:

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

**Jim Holman Joins Acumen I.T.** Oct. 12, 2009 – Greenville, SC – Holman joins Acumen as a Senior Solutions Consultant and Project Manager, expanding the firm's consulting staff to support ongoing growth. Read more at <http://www.acumenit.com/NewsEvent.aspx?article=450>

**About Acumen I.T.**

Acumen I.T. is a privately held technology firm located in Greenville, South Carolina. Founded in 1999, Acumen offers enterprise-like turnkey I.T. service and support for small- and medium-sized business in addition to supplemental services for in-house information technology (I.T.) departments, including server virtualization environments, 24/7 monitoring, and emergency support. More information may be found at <http://www.acumenit.com/>

Contact:

Tom Pence  
(864) 271-9000

**Immedion Selected as SC Launch Resource Partner** GREENVILLE, S.C. (Oct 26, 2009) Immedion, LLC, was recently selected as a Resource Partner by SC Launch. Read full article by copying and pasting [http://www.immedion.com/newsevents.aspx?article\\_id=27](http://www.immedion.com/newsevents.aspx?article_id=27) to your web browser:

**About Immedion**

Immedion is South Carolina's only dedicated data center and managed services provider. Their objective is to keep customer business-critical data and applications available 100% of the time 24x7x365. For more information please visit <http://www.immedion.com/> or contact Immedion at 864.908.3000.

**PropertyBoss** is seeking professional, enthusiastic, and self-motivated team players to join us in building partnerships with our customers. We are looking for:

### **Implementation & Training Specialist**

Planning and program development is an important part of the Implementation & Training Specialist's job. These specialists provide assistance in the configuration, setup, and implementation of the PropertyBoss suite of property management solutions. This position requires a people-oriented professional who manages software implementations involving an enterprise property management system and integration with QuickBooks or other financial accounting programs. A strong understanding of accounting principles and the QuickBooks application as well as previous experience with software applications is required. Knowledge of the property management industry is ideal.

### **Inside Sales Representative**

Inside Sales Representatives are quota-carrying members of the Sales Team who are responsible for selling and servicing clients within a geographic sales region. Individuals are based in Greenville and primarily engage in telephone-based sales with some travel to their assigned region. Inside Sales Representatives are responsible for managing the client experience throughout the entire sales process. Representatives will rely heavily on telephone consultation and on-line presentations to identify, manage, and close opportunities.

Candidates should submit a copy of their resume through our website at <http://www.careers.propertyboss.com/>

Contact:

**Michael Mino**

**PropertyBoss Solutions, LLC**

*Your Property Management Software Partner*

864.297.7661 x26 [www.propertyboss.com](http://www.propertyboss.com)

For more information on the services of NEXT partner organizations, visit: [NEXTGreenville.com](http://NEXTGreenville.com)  
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