



E-NEWS

INNOVATE COMMERCIALIZE GROW



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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 Best Practices Forum *Outsourcing – Doing business with Asia*. Monday, February 4, 12:00 – 1:30 p.m., Greenville Chamber Boardroom. Our guest speaker for this forum will be Ravi Sastry, who will address outsource manufacturing and development, and marketing to Asian customers. Please RSVP by Friday, February 1, contacting Ginger McKenzie at 239-3708 or by email: gmckenzie@greenvillechamber.org

NEXT Best Practices Forum *Acquisitions - how to look at, how to structure, how to analyze to determine when it makes sense*. Monday, March 3, 12:00 – 1:30 p.m., Greenville Chamber Boardroom. Please RSVP by Wednesday, February 27, contacting Ginger McKenzie at 239-3708 or by email: gmckenzie@greenvillechamber.org

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. **FastTrac NewVenture – Greenville**. Meets Thursdays for 10 sessions beginning April 1, 2008, 6:00 - 9:00 p.m. [Register here](#). [Check the program schedule](#) to view other locations and dates.

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. **FastTrac GrowthVenture – Greenville**. Meets Tuesdays for 10 sessions beginning April 3, 2008, 6:00 - 9:00 p.m. [Register here](#). [Check the program schedule](#) to view other locations and dates.

FastTrac® TechVenture™ What do you get out of FastTrac TechVenture? That's easy. The tools you need to advance your technology venture to the next stage of business, whether that is seeking your last round of financing before going public, or moving beyond the start-up stage. Graduates of FastTrac TechVenture describe the program as one that encourages technology entrepreneurs to determine the economic feasibility of their business concept, reevaluate the feasibility of the technology, design a business model that matches a personal vision, and create a business plan to communicate the opportunity to investors. **FastTrac TechVenture – Columbia (no Greenville location listed)**. Meets Tuesdays for 10 sessions at the University of South Carolina beginning April 8, 2008, 6:00 - 9:00 p.m. [Register here](#). [Check the program schedule](#) to view other locations and dates.

NEXT PARTNER SERVICES and EVENTS

The Clemson University Renaissance Center, The Piedmont Economic Club and Morgan Keegan & Company cordially invite you to attend a dinner and lecture by Dr. Donald Ratajczak, leading and most accurate economic forecaster of the US economy. Wednesday, February 6, 2008. Dr. Ratajczak ranked second in a national survey of the most accurate economic forecasters of the US economy by USA Today and the Federal Reserve Bank of Atlanta. He received the U.S. Blue Chip Economic Forecasting Award for the most accurate U.S. Blue Chip forecast. Dr. Ratajczak works with Morgan Keegan & Co., as its exclusive consulting economist and currently serves as Regents Professor Emeritus of Economics at Georgia State University, having retired in 2000 after 27 years as Director of the Economic Forecasting Center in the J. Mack Robinson College of Business. Dr. Ratajczak received his Bachelor of Arts degree from Haverford College and his Doctorate of economics from the Massachusetts Institute of Technology. Reception begins at 6:00 p.m. with dinner to follow at 6:30 p.m. at The Poinsett Club, 807 E. Washington St., Greenville, SC 29601. Event cost is \$65.00, and dress is business attire. Please see attached registration form for more information.

Greenville Technical College's Buck Mickel Center offers Adaptive Leadership Symposium. Wednesday, March 19, 2008, 9:00 a.m. – 6:00 p.m. Any critical incident response must start with leadership, and those in charge at all levels must be able to adapt their thinking and leadership skills to the ever-changing environment of a disastrous event. Principles of adaptive leadership also apply to today's environment of exponentially increasing information and technology requiring business leaders to become adaptive in order to maintain a competitive edge.

Adaptive solutions to complex problems in chaotic, unpredictable situations are based more on intuition than on analysis, deliberate planning, and doctrine. Leaders that are adaptive are defined by certain characteristics: Intuitiveness, Critical Thinking, Creative Thinking, Self-Awareness and Social Skills.

The Adaptive Leader learns to employ principles from military strategist John Boyd's theories of "An Organizational Climate for Operational Success" to create an organization with focus and direction at all levels where employees understand mission responsibilities and respond with initiative and intuitive competence in a climate of mutual trust. In short, the adaptive leader learns to create a culture of innovation. This culture of innovation is typified by an environment within which every single person in the organization is invested in the organization's success and feels a responsibility to implement new and better ways to achieve organizational objectives. Innovative organizations depend less on forecasting, planning, and control and more on scanning, agility, and feedback. Innovative organizations embrace uncertainty, recognizing that an uncertain future potentially holds as many opportunities as it does threats.

The First Annual Adaptive Leadership Symposium brings together, for the first time, four of the foremost sources on applying Boyd's theories to business leadership – Chet Richards, Dale Stewart, Don Vandergriff, and Mike Wyly. This is a unique opportunity you will not want to miss to ignite your Adaptive Leadership skills! [Click here to register](#)

Downtown Greenville cultural events:

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

▶ UPDATES

PRESS RELEASES

Selah Technologies President Named to USC NanoCenter External Advisory Board Greenville, SC, January 30, 2008. Michael Bolick, President and CEO of Selah Technologies, an advanced materials manufacturer, has been named to the University of South Carolina NanoCenter's External Advisory Board (EAB). The USC NanoCenter is the University's focal point for science and engineering studies of nanometer-scale structures, their unique properties, and their integration into functional units. Bolick was invited to join the Board because of his proven experience with advanced materials manufacturing and dedication to nanotechnology research and development.

Bolick recently attended the Board's planning meeting in Columbia, SC. At these annual meetings, members discuss the Center's strengths and challenges, the strategic objectives necessary to further its direction and mission, current and prospective means of funding, outreach efforts, and idea generation.

"I am honored to be a member of the EAB, as I believe we have the same goals for the furtherance of science and engineering – growth through education, research and innovation," says Bolick. "I look forward to working with this distinguished group as we strive to support the NanoCenter's stewardship role for knowledge and technology that is expected to ultimately benefit South Carolina."

Selah Technologies Readies for Growth, Moves into New Lab Space Greenville, SC, January 30, 2008. Selah Technologies, an advanced materials manufacturing company has moved into a new laboratory space in the Clemson University Research Foundation (CURF) incubator facility in Pendleton, South Carolina. The move to the new, expanded lab space prepares the way for the company's continuing growth, with a focus on refinement and scalability of their revolutionary patent-pending nanotechnologies and future development of vertical applications through research and development efforts.

"Selah is fortunate to have access to these unique facilities to support early-stage development of processes and applications," says Ken Morgan, COO of Selah Technologies. "The new space provides us with a strong infrastructure at an important stage, positioning us to become a self-sustaining nanomaterials innovator and advanced materials manufacturer and a success story for Clemson, where our core technologies were developed, CURF, and the Upstate."

The lab space encompasses three standard chemistry hoods and one larger walk-in hood for use in production scale batches. Selah has begun to purchase several sophisticated pieces of equipment that will be stationed in the new lab space to support ongoing research, development and production needs.

Among the operations to be conducted at the facility are the following: Exploration of scalability and future large-scale production, material supply to global partners, Joint research and development for corporate partners

About Selah Technologies

Located in Greenville, SC, Selah Technologies, LLC is a privately held advanced materials manufacturing company founded in 2006. Selah's mission is to consistently deliver high quality nanomaterials and nanotechnology enabled products to the global marketplace in an ethically sound manner.

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Merge adds new Senior Interactive Developer to team Greenville, SC, January 30, 2008. Merge, a Greenville-based web development firm is proud to announce the addition of a new employee to its team. Chris Greufe joined Merge as the firm's Senior Interactive Developer. Chris has been designing and developing websites professionally for over seven years. While his experience extends to many facets of graphic design, his passion lies in online and multimedia projects. Chris designs and develops accessible websites to the latest W3C standards. His professional life has taken him from Kansas City to Orlando to Nashville to Greenville, SC allowing him to work in several types of environments. Chris is experienced working in e-commerce, universities, media, public relations agencies and publishers.

About Merge

Founded in Atlanta, Georgia in 2002 and relocating to Greenville, South Carolina in 2007, Merge has established itself as one of the leading web firms in the Southeast. The Merge team uses its digital strategy consulting to bring business-impacting results to companies in the Upstate and Atlanta markets.

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Customer Effective, Inc. Announces Opening of Charlotte Office Expands CRM software presence in Atlantic-coast region Greenville, S.C., January 29, 2008. Customer Effective, Inc., a Microsoft Gold Certified Partner and value-added reseller of Microsoft Dynamics CRM, announced the opening of a new office in Charlotte, N.C. The Charlotte office will provide regional sales and customer support for the company's growing CRM software client base along the Atlantic Coast. "Customer Relationship Management (CRM) IT initiatives are at the top of many

base along the Atlantic Coast. "Customer Relationship Management (CRM) IT initiatives are at the top of many organization's strategic plans for 2008," said Scott Millwood, president, Customer Effective. "As executives implement key CRM initiatives, we are ready to provide any level of support and expertise to increase their return on investment. Our expansion in Charlotte will allow us to capitalize on the rich talent pool of experienced, well-trained technology and financial services professionals there, and will enable us to provide world-class support to our clients in this region of the country." Customer Effective provides CRM solutions to mid-market and enterprise organizations across a wide variety of industries. With its Capital Effective™ CRM Suite, the company provides front office solutions for financial services professionals in commercial banking, private equity, investment banks, hedge funds and wealth management. Powered by Microsoft Dynamics CRM, these solutions provide effective marketing, sales and customer service performance including strategic views of the business through custom dashboard reporting and key performance indicators. Capital Effective utilizes functionality from the 2007 Microsoft Office System and Microsoft Office Outlook to bring together information from all data sources within an organization to provide one, holistic view of each customer in real time.

About Customer Effective

Customer Effective, with headquarters in Greenville, S.C., is a leading innovator in customer interaction solutions based on the Microsoft Dynamics CRM (Customer Relationship Management) platform. Customer Effective is a Microsoft Gold Certified Partner, Independent Software Vendor (ISV) and Solution Implementer serving mid-market and enterprise organizations worldwide. With a sole focus on Microsoft Dynamics CRM, the company has been engaged in more than 200 Microsoft CRM implementation and development projects.

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MIT DVD BROADCASTS AVAILABLE FOR CHECK-OUT

Entrepreneurship: Success, Failure, Greatness A Fireside Chat with Ann Winblad and Jason Pontin
September. 27, 2007

A.B.L.E. Tech: Achieving Better Life Experiences for People with Injury, Disability and Aging Challenges Through
21st Century Technologies, June 6, 2007

Financial Markets: Outlook 2007 moderated by Liz Claman, CNBC, January 25, 2007

A Very Special Evening with Geoffrey Moore, November 15, 2006

Angel Groups in Action: Funding Early Stage Innovation, June 1, 2005

Forecasting Markets: The Capital Update for 2006, January 26, 2005

The dvd's can be checked out for 2 weeks. Please contact Ginger McKenzie gmckenzie@greenvillechamber.org if you are interested. You will need to pick them up from, and return to, the Chamber

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