





# A Competitiveness "Tune Up" for the Small Manufacturer

**GEORGIA ENTREPRENEUR AND SMALL BUSINESS PROGRAM**

<p>To Register</p>	<h2 style="text-align: center;">Free Workshop Series</h2> <h2 style="text-align: center;">February 25 and March 4, 2010</h2>
<p>Contact Elliot Price Georgia Tech EI<sup>2</sup> elliot.price@innovate.gatech.edu (706) 721-4522</p>	
<p>Location</p>	<p style="text-align: center;"><b>Thursday February 25, 2010</b> 8:30 am to 12:00 Noon</p> <p><b>Session 1: Reducing Cost and Increasing Profitability</b> <i>Presented by Paul Todd of Georgia Tech Enterprise Innovation Institute</i> Do you need to... get product out the door faster? ...save money? ...increase profits? Lean is a systematic, continuous improvement approach that focuses activities on reducing waste while aligning them to an overall growth strategy.</p> <p><b>Session 2: Automation for the Small Manufacturer</b> <i>Presented by Tom Sammon of Georgia Tech Enterprise Innovation Institute</i> Discover the history of automation, how it can enhance your lean business strategy and how automation can improve your business today and in the future.</p> <p><b>Session 3: IT Solutions for the Small Manufacturer</b> <i>Presented by Kelley Hundt of Georgia Tech Enterprise Innovation Institute</i> An hour introduction to manufacturing software markets. Learn what software is best for your organization based on size, market and software cost.</p>
<p><i>Enterprise Mill 1450 Greene Street Suite 3500 Augusta, GA</i></p>	
<p>About GA-ESB</p>	
<p>Georgia Entrepreneur and Small Business Program is a Partnership between UGA's Small Business Development Center and GT's Enterprise Innovation Institute.</p>	
<p style="text-align: center;"><b>Thursday March 4, 2010</b> 8:30 am to 12:15 pm</p>	<p><b>Session 4: Reliable System for Accelerating Profitable Growth</b> <i>Presented by Bob Wray of Georgia Tech Enterprise Innovation Institute</i> An introductory seminar on the basics of the <i>Profit Pipeline Process</i> which accelerates the development of more profitable products and services and helps you find more profitable customers and markets. <i>Sign up for a no-charge Competitiveness Review.</i></p> <p><b>Session 5: Getting the Most from your Website</b> <i>Presented by Jack Burnett of Twin Engines (www.twinengines.com)</i> Whether your website targets dealers, distributors and wholesalers or your website allows consumers to purchase your products, learn how you can extend lean principles for a more effective web presence for your company. <i>Get a personal 15 minute review of your website if you send the link prior to event.</i></p> <p><b>Session 6: Marketing: Getting the Most Bang for Your Buck</b> <i>Presented by Susan Caldwell of University of Georgia Small Business Development Center</i> Marketing is crucial for a business, but often the first expense to be cut when budgets get tight. Gain a better understanding of marketing, the "marketing mix", some effective and often low cost or no cost marketing options and why it's an exciting time to market your business.</p> <p><b>Session 7: The Banking Relationship - Information You Should Know</b> <i>Presented by Matt Oxley of Georgia Tech Enterprise Innovation Institute</i> Need money for your business? Get to know the ends and outs of financing your business with a bank. Learn how to approach a bank about funding; what a bank is looking for in a borrower; how to develop good relationships with the bank and your responsibilities as a borrower.</p>
	
	
	
<p>Chambers &amp; Dev. Authorities</p>	
	
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