



ASSOCIATION OF SMALL BUSINESS
DEVELOPMENT CENTERS



ANNUAL CONFERENCE

SEPTEMBER 14-17, 2009 • ROSEN SHINGLE CREEK • ORLANDO, FLORIDA

FastTrac Programs at ASBDC Conference 2009

Sponsored by Ewing Marion Kauffman Foundation

FastTrac® is dedicated to practical, hands-on entrepreneur-development programs that help entrepreneurs hone the skills critical to creating, managing and growing successful businesses. Conference attendees are eligible to participate in FastTrac Facilitator Certification and Administrator Certification. Participants will be charged \$350.00 for each program day to cover materials and supplies needed during the Certification. A discount will apply for attending both days at \$600.00. **Participants will be billed in advance directly by the Entrepreneurial Education Foundation (FastTrac headquarters) for program materials.**

Why become a FastTrac Provider?

Achieve your organization or institution goals with award-winning entrepreneurs learning programs. Support start-up, emerging, and growth entrepreneurs, and join nearly 350 FastTrac provider organizations that are

- Fulfilling economic and education missions
- Building their visibility and credibility
- Serving stakeholders in new ways
- Creating new revenue streams
- Increasing impact in measurable ways

Discover how your organization can benefit by serving entrepreneurs through FastTrac programs and materials.

Wednesday, September 16, 2009

8:00 am – 5:15 pm

FastTrac Marketing Administrator Orientation

FastTrac Marketing Administrators direct and disseminate the FastTrac program(s) in their organization's area, effectively providing for its long-range growth, direction and continuity. Responsibilities include establishing sponsorships and coalitions, marketing, recruiting participants and overseeing FastTrac Facilitators.

Each FastTrac Provider Site is required to have at least one FastTrac Marketing Administrator certified by FastTrac. Marketing Administrator candidates must also attend the **Online Content Sessions** for FastTrac NewVenture/GrowthVenture **OR** FastTrac TechVenture being conducted the week prior to the conference, details below.

Thursday, September 17, 2009

8:00 am – 5:15 pm

FastTrac[®] Facilitator Certification

FastTrac entrusts only qualified facilitators to deliver programs in ways that will sustain the value of the programs as well as our international reputation and credibility. Therefore, the selection process requires proof of professional accomplishment, personal integrity, and firm commitment to quality and adult learning strategies. When certified facilitators deliver FastTrac programs, the use of FastTrac materials is required, and only authorized providers, have access to these materials. FastTrac Facilitator candidates must also attend the **Online Content Sessions** for FastTrac NewVenture/GrowthVenture **OR** FastTrac TechVenture being conducted the week prior to the conference, details below.

FastTrac Online Content Sessions will be held one week prior to the conference and are required attendance to complete your certification. Mark your calendars now for these sessions.

Select from the following two offerings:

1 FastTrac[®] NewVenture™ and FastTrac[®] GrowthVenture™ Online Content Sessions:

Tuesday, September 8, 2009 ♦ 1:30 pm - 4:00 pm (Central Time)

AND

Wednesday, September 9, 2009 ♦ 1:30 pm - 4:00 pm (Central Time)

FastTrac NewVenture helps aspiring and start-up entrepreneurs determine the viability of their business concept and develop a start-up business plan. The program's non-traditional; peer-to-peer learning environment provides hands-on coaching sessions, networking opportunities, and skill development.

FastTrac GrowthVenture enables established entrepreneurs to evaluate and implement key strategies resulting in transforming and improving the performance of their business. The program's peer-to-peer learning environment provides tools to increase the entrepreneur's skills, knowledge, and networks needed to develop and implement their business's strategic growth plan.

OR

2 FastTrac[®] TechVenture™ Online Content Sessions:

Wednesday, September 9, 2009 ♦ 10:30 am - 1:00 pm (Central Time)

AND

Thursday, September 10, 2009 ♦ 11:30 am - 2:30 pm (Central Time)

FastTrac TechVenture guides technology and life science entrepreneurs in moving their innovation from concept to market and preparing to communicate with equity-investors. The peer-to-peer learning environment provides practical, hands-on tools needed to start a business or strategically grow a business. SBTDC's dedicated to serving high growth, technology-based companies are ideal organizations to deliver this program. Successful program providers are typically located in communities with an established technology infrastructure, including venture capitalists, angel investors, research universities, large technology corporations, IP attorneys, and/or government technology initiatives. Persons seeking facilitator certification must have experience working with high growth, technology companies.

PRE-REGISTRATION BY August 21, 2009 IS REQUIRED FOR BOTH PROGRAMS; MATERIALS FEE OF \$350.00 FOR EACH CERTIFICATION IS PAYABLE IN ADVANCE. A DISCOUNT APPLIES IF ATTENDING **BOTH** Marketing Administrator and Facilitator Certification for \$600.00.

You **MUST** attend both days of your online content sessions being held prior to the conference in order to become certified. This program is open to SBDC personnel only.