



Fall Training Institute

OCT. 30 - NOV. 1, 2007 • NASHVILLE, TENNESSEE

The Nashville Sessions

NATIONAL BUSINESS INCUBATION ASSOCIATION

Entrepreneurial Support
Through
Business Incubation



NATIONAL BUSINESS INCUBATION ASSOCIATION



Fall Training Institute

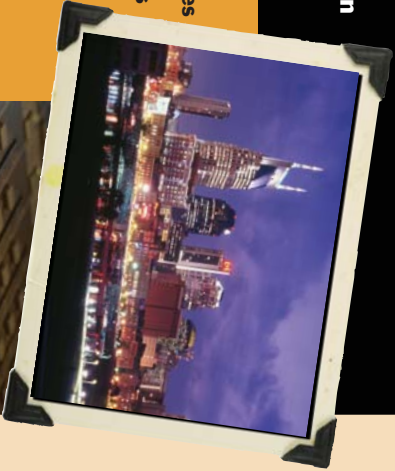
OCT. 30 - NOV. 1, 2007
NASHVILLE, TENNESSEE

Entrepreneurial Support
Through
Business Incubation

Join colleagues this fall to:

- Gather new tools and techniques for entrepreneur support
- Brainstorm innovative solutions to daily challenges
- Make new friends in the incubation industry

The National Business Incubation Association is the world's leading organization advancing business incubation and entrepreneurship. It provides thousands of professionals with the information, education, advocacy and networking resources to bring excellence to the process of assisting early-stage companies worldwide.



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Athens OH 45701

Visit www.nbia.org now to register

Recorded Live in Nashville, Tennessee

Schedule At-A-Glance

The Nashville Sessions

Tune up your professional skills by joining incubation industry colleagues for NBIA's 17th Fall Training Institute in Nashville, Tennessee. Buckle down for intensive training during the day and kick up your heels at night as you take advantage of all Music City USA has to offer. The institute's focused workshops provide practical tools and innovative techniques in incubation and economic development while the environment offers plenty of opportunities for casual networking.

This year's lineup features two workshops that fulfill requirements of the NBIA Certificate of Incubator Management Program: "Serving Client Companies" and "Facilities Management." Presented by seasoned industry professionals, these courses cover topics every incubator manager should master. A full explanation of the certificate program and its requirements is available at www.nbia.org.

In addition to nine top-notch workshops, Fall Training Institute offers excellent opportunities to meet incubation and economic development professionals from around the world. Participants work together during group discussions and activities, and have plenty of time to chat during breaks and lunch. A sponsor reception gives everyone the chance to check out some of the most popular industry products and services while enjoying good conversation and hors d'oeuvres. Also, attendees can see incubation in action during a tour of the Nashville Business Incubation Center.

Come take advantage of professional development that will have clients and stakeholders singing your praises. Register today!

Tuesday,
October 30

Developing a
Successful Incubator
9 a.m. - 4 p.m.



Facilities Management
9 a.m. - 4 p.m.



Staying Relevant:
Creating and Growing
Clients, Funders and
Programs
9 a.m. - 4 p.m.



Sponsor Reception
5 - 7 p.m.

Wednesday,
October 31

Rural Incubation
Strategies
8:30 a.m. - 4:30 p.m.



Serving Client
Companies
9 a.m. - 4 p.m.



Creating Effective
(and Affordable) Incubator
Marketing Strategies
9 a.m. - 4 p.m.



Incubator Tour:
The Nashville Business
Incubation Center
5 - 7 p.m.

Thursday,
November 1

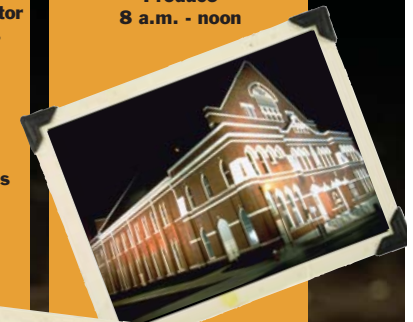
Information Technology
to Streamline Activities
and Track Success
8 a.m. - noon



An In-Depth Guide
to Securing Public or
Private Funding
8 a.m. - noon



Partnerships That
Produce
8 a.m. - noon



Tuesday, Oct. 30

Developing a Successful Incubator

9 a.m. – 4 p.m.

This comprehensive course addresses all aspects of incubator development – essential for anyone just starting in the industry. Presenters who have helped launch more than 30 incubation programs will cover topics such as needs assessments, incubator business plans, organizational structure, staffing and compensation, marketing and client recruitment, site assessment, and facility design. Participants will receive case studies, the latest information about industry best practices, lists of key resources, sample documents and more. A perennial favorite, this workshop gives participants the chance to tap into the knowledge of respected industry experts.

Carol Lauffer, Partner, Business Cluster Development, Menlo Park, Calif.

Jim Robbins, Partner, Business Cluster Development, Menlo Park, Calif.

Fee: \$349 NBIA Members/\$399 Nonmembers (Early Bird rates)

Facilities Management

9 a.m. – 4 p.m.

One of an incubator manager's many tasks is overseeing the incubator facility, handling everything from building design to usage issues and utilities. This workshop will cover various aspects of managing the physical building that is shared by incubator staff and client companies. Topics will include new construction vs. renovating an existing building; facility design; energy conservation; creative revenue-generation and cost-control strategies; emergency preparedness; special considerations for life science companies; and more. **Note:** *This workshop is a requirement of the NBIA Incubator Management Certificate Program.*

Colleen Barta, Assistant Executive Director, William M. Factory Small Business Incubator, Tacoma, Wash.

Mark Long, President & CEO, Indiana University Center for Emerging Technologies, Indianapolis, Ind.

Fee: \$349 NBIA Members/\$399 Nonmembers (Early Bird rates)

Staying Relevant: Creating and Growing Clients, Funders and Programs

9 a.m. – 4 p.m.

An incubator's ability to have a positive impact on a community through its programs and services helps attract financial backers and clients. This interactive workshop will teach participants how to update and enhance their incubators' offerings to attract clients, engage funders and develop a committed base of supporters. Using case studies and templates, the presenter will explain how to create a comprehensive economic development strategy that fits with community goals, institute new programs and services that align with funder priorities, market "signature initiatives" that generate excitement in the community, leverage local resources to augment incubator offerings, and more.

Karl Lapan, President & CEO, Northeast Indiana Innovation Center, Fort Wayne, Ind.

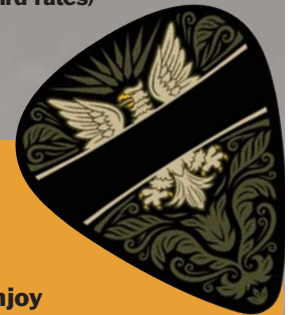
Fee: \$349 NBIA Members/\$399 Nonmembers (Early Bird rates)



Sponsor Reception

5 p.m. – 7 p.m.

After a day of intensive learning, everyone is ready to relax and enjoy more casual conversation. All attendees are invited to join the FTI sponsors for hors d'oeuvres. Share stories with colleagues and chat with sponsors who offer goods and services that can enhance incubation programs and assist client companies. Afterward, gather a group to head for one of the excellent restaurants in downtown Nashville.





Wednesday, Oct. 31

Rural Incubation Strategies

8:30 a.m. – 4:30 p.m.

During this workshop, a lineup of top-notch presenters will explore strategies and best practices that help rural programs address unique challenges and achieve success. The manager of a community college incubator in North Carolina will share his ideas for leveraging available resources to attract and serve clients. Another manager in charge of a network of incubators in the Texas panhandle will explain ways to encourage support and gain leaders from the community. An incubator manager from Alabama will outline how to control costs and generate revenue. Finally, a consultant with many years of fundraising experience will provide tips for securing sustainable funding.

Chuck Stein, President, Strategic Directions Consulting Services, Powell, Ohio

Devron Veasley, Director, Bessemer Business Incubation System, Bessemer, Ala.

David Terry, Associate Director, WTAMU Enterprise Network, Amarillo, Texas

Russ Yelton, Director, SBC & Small Business Incubator, AB Tech, Candler, N.C.

Fee: \$349 NBIA Members/\$399 Nonmembers (Early Bird rates)

Serving Client Companies

9 a.m. – 4 p.m.

Good incubation programs provide entrepreneurs with programs and services to help them succeed. The first part of this workshop will explain how to develop an effective lineup of client services, covering topics such as teaching business basics, creating service provider networks, setting up financing programs, preparing clients for investment capital, sharing services and space, offering marketing assistance, and more. In the second half of the workshop, participants will start working on their own plans for client services with guidance from the presenters. **NOTE: This workshop is a requirement of the**

NBIA Incubator Management Certificate Program.

Jasper Welch, Director, San Juan College Enterprise Center, Farmington, N.M.

Joel Wiggins, CEO & President, Enterprise Center of Johnson County, Lenexa, KS

Fee: \$349 NBIA Members/\$399 Nonmembers (Early Bird rates)

Creating Effective (and Affordable) Incubator Marketing Strategies

9 a.m. – 4 p.m.

Strategic marketing plans can enhance incubator success by increasing visibility in the community, improving stakeholder relationships and attracting new clients. During this workshop, attendees will learn incubator-specific marketing principles and strategies they can implement even under tight budget constraints. The presenter will explain how to create incubator brands, identify key messages for target audiences, make the most of inexpensive tools, and more. Workshop materials include templates and models, so attendees will leave equipped with the knowledge and tools they need to effectively market their incubators.

Jeanette DeDiemar, Executive Director, Integrated Marketing and Communications, University of Wisconsin-Oshkosh, Oshkosh, Wis.

Fee: \$349 NBIA Members/\$399 Nonmembers (Early Bird rates)

Incubator Tour:

The Nashville Business Incubation Center

5 p.m. – 7 p.m.

Located on the downtown campus of Tennessee State University, the Nashville Business Incubation Center was established in 1986 and can now house up to 22 companies. This mixed-use program is one of the oldest incubation centers in the Tennessee Valley Authority system and is the oldest incubator affiliated with a historically black college. NBIC has graduated 78 companies from its 39,000-square-foot facility, and the program boasts a 90 percent success rate. This tour will give FTI participants the chance to see incubation in practice and to taste the culinary delights of one of NBIC's own client caterers.



Thursday,

An In-Depth Guide to Securing Public or Private Funding

8 a.m. – noon

Raising funds to build, expand or operate your incubator can be difficult, particularly when your program competes with a number of other good causes for finite resources. This workshop will explain how to differentiate your incubation program from philanthropic endeavors by taking a return-on-investment approach to fundraising. The presenter will outline a process that begins with developing a rationale for investment and ends with a successful funding commitment. Materials will include samples of marketing pieces and other documents used in successful fundraising campaigns.

Chuck Stein, President, Strategic Development Services, Powell, Ohio

Fee: \$199 NBIA Members/\$229 Nonmembers (Early Bird rates)

Partnerships That Produce

8 a.m. – noon

Meeting the needs of entrepreneurs often requires more resources than a single incubator can provide. This workshop will explain how to form partnerships, gain and maintain support from stakeholders, hold events that attract new clients, generate enthusiasm for incubation as an economic development tool, and more. Presenters who have created partnerships and initiated events across the state of Virginia will share templates they have developed and will help participants start to make their own plans to establish effective partnerships in their regions.

Kimberly Dove, Executive Director, Southwest Regional Enterprise Center and the Crossroads Institute, Galax, Va.

Sandy Ratilffe, Business Services Manager, Virginia Department of Business Assistance, Abingdon, Va.

Fee: \$199 NBIA Members/\$229 Nonmembers (Early Bird rates)

Nov. 1

Using Information Technology to Streamline Tasks and Track Success

8 a.m. – noon

Many incubators are short-staffed, which can make streamlining daily tasks, attracting new clients and tracking progress a challenge. During this interactive workshop, the presenter will explain how incubator staff can use information technology to automate a variety of tasks, including e-mail marketing, handling client applications, tracking milestones, reporting program success and more. With efficient processes in place, an incubator can more accurately evaluate program success. Workshop materials will include tools and templates to help participants implement techniques learned.

Greg Bean, CEO & President, Cybergroup, Baltimore, Md.

Fee: \$199 NBIA Members/\$229 Nonmembers (Early Bird rates)



NBIA thanks the following FTI sponsors:



Cybergroup, Inc.

incuTrack™, the software solution designed specifically for business incubators, allows managers to focus on their clients' success without the administrative headaches often associated with record keeping and reporting.

www.incustrack.com



Frederick County Office of Economic Development

The Frederick County Office of Economic Development supports, retains and fosters growth of existing businesses and attracts new businesses, bringing career opportunities to residents.

www.discoverfrederickmd.com



Tennessee Valley Authority (TVA)

TVA, the nation's largest public power provider, works with distributor customers and local, state and regional economic development partners to assist businesses locating or expanding in the seven-state TVA region.

www.TVAed.com

To learn how your organization can sponsor FTI, contact Stephani Delisio, NBIA's director of development, at sdelisio@nbia.org or (740) 593-1892.

Accommodations & Travel

Sheraton Nashville Downtown Hotel

623 Union St.
Nashville TN 37219
Phone: (800) 447-9825
www.starwoodhotels.com/sheraton/property/overview/index.html?propertyID=1236

All workshops will be held at the Sheraton Nashville Downtown Hotel. Located in the heart of the city, the hotel is within walking distance of many restaurants and shops, as well as the historic district.

Make your reservations now! The NBIA special group rate of \$135 for a single or \$145 for a double is available until September 29, 2007, but rooms will fill up fast. Book by calling (800) 447-9825 (be sure to mention NBIA's group rate).

Getting to the Sheraton From the Airport

Shuttle: The Gray Line Shuttle runs from the Nashville International Airport to the Sheraton Nashville Hotel. Tickets cost \$12 one way or \$18 round trip. For more information, visit <http://graylinenashville.com/index.cfm>.

Taxi: A taxi from the Nashville International Airport to the hotel costs approximately \$24 (\$1 is added for each additional person).

Parking: Parking at the hotel costs \$18 per day or \$22 per day for valet service.

Experience Music City!

While you're in town for the Fall Training Institute, set aside some time to explore Nashville. In addition to its heritage as a center of country, jazz and blues music, Nashville offers a variety of cultural and historical attractions. Within walking distance of the hotel, you can find an arts exhibition center, a performing arts center, the Tennessee State Museum and, of course, the Country Music Hall of Fame and Museum. For more information about what Nashville has to offer, visit www.visitmusiccity.com/.



Transportation to Nashville

The following airlines offer international and domestic flights to Nashville International Airport (BNA):

American Airlines
American Eagle
American Connection
Continental Express
Delta Airlines
Delta Connection
Frontier Airlines
Northwest Airlines
Skyway/Midwest Express
Southwest Airlines
United Express Airlines
US Airways
US Airways Express
Air Canada (Jazz)
JetBlue

For more information about Nashville International Airport, visit www.flynashville.com.

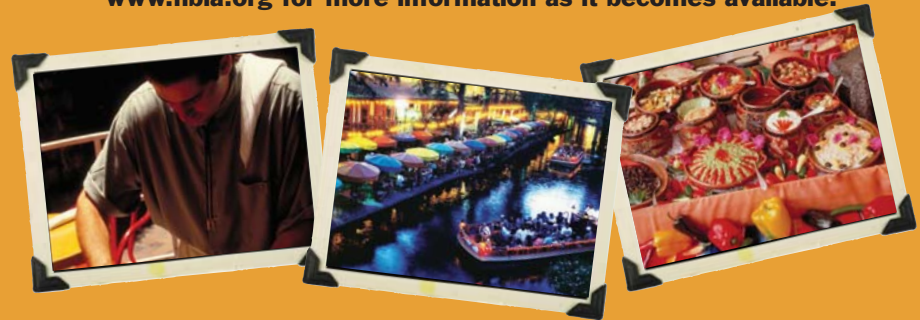


NBIA Incubator Management Certificate Program

NBIA members can earn an Incubator Management Certificate by completing a series of training requirements, including three full-day workshops and five 75-minute conference sessions. Two of the workshops, "Facilities Management" and "Serving Client Companies," are being offered during this training institute (see Tuesday and Wednesday workshop descriptions). The third workshop, "The Fundamentals of Incubator Management," will be offered during the Preconference Institute held in conjunction with NBIA's 22nd International Conference on Business Incubation in San Antonio next spring. During this conference, certificate program participants will also have the opportunity to fulfill the shorter session requirements. For more information about earning an NBIA Incubator Management Certificate, visit www.nbia.org/nbia_events/certificate/index.php.

Join Us In San Antonio for Conference 2008!

NBIA's 22nd International Conference on Business Incubation will be held May 4-7, 2008, in San Antonio, Texas. This event will feature more than 50 educational sessions, roundtable discussions and forum meetings and will showcase the innovative incubation-related activities underway in San Antonio. NBIA expects more than 600 people from more than 35 countries to attend, so this event will also provide an excellent venue for networking with colleagues from a range of backgrounds. Mark your calendar now and stay tuned to www.nbia.org for more information as it becomes available.



Registration

All courses have limited enrollment. Registrations will be processed on a first-come, first-served basis.

REGISTRANT AND PAYMENT INFORMATION

Please write legibly or type, as we generate name badges and registration materials from this form.

Name _____		Title _____	
Organization _____			
Address _____			
City _____	State/Province _____	Country _____	ZIP/Postal Code _____
Telephone _____		Fax _____	
E-mail address _____		Keycode from mailing label _____	
Preferred name on badge _____			

Please check all applicable boxes:

- I prefer a vegetarian meal
 I have a disability and will require special assistance
 (please send additional information so we can accommodate your needs)

Three easy ways to register:

- Online.** Visit www.nbia.org. Credit card information must be complete for online registrations to be processed.
By Fax. Fax this form with credit card information to (740) 593-1996.
By Mail. Send this form with complete payment information to:
 NBIA – FTI Registration
 20 E. Circle Drive, # 37198
 Athens OH 45701

Questions: Call (740) 593-4331 or e-mail education@nbia.org. A confirmation letter will be mailed within 10 days after NBIA receives registration information. Please contact NBIA if you do not receive this letter.

Cancellations and Refunds:

All cancellations must be received in writing. Cancellations received at the NBIA office on or before Oct. 12, 2007, will receive a full refund minus a \$75 administrative charge. There will be no refunds for no-shows. NBIA is not responsible for cancellations mailed or faxed but not received. All refunds will be issued by Nov. 30, 2007.

Note: A minimum of 15 registrants is required per workshop. Fewer registrants may result in cancellation of the workshop, in which case full refunds will be issued.

Payment Information

Check (payable to NBIA) _____

Check # _____

Credit Card:
 MasterCard VISA American Express

Card Account # _____

Expiration Date _____

Name on Account (print) _____

Signature _____

Full payment in U.S. currency must accompany all registration forms. Registration requests will not be processed until payment is received.

Workshop Changes and Substitutions

We will do our best to accommodate requests for workshop changes prior to the event, but we may not be able to accommodate on-site changes due to enrollment limitations and preparation required for each workshop. If you register but are unable to attend, you may designate a substitute at no additional cost by Oct. 12, 2007.

REGISTRATION FORM

Are you an NBIA member?

No Yes Member ID# _____
 If you wish to join NBIA and save on your workshop registration, visit www.nbia.org/join_nbia. For more information, e-mail info@nbia.org or call (740) 593-4331.

What is your primary job responsibility? (Please check only one)

- Incubation Professional (Manager/Staff) Consultant
 Incubator Developer Academic/Research Professional
 Economic Development Professional Other _____

How many years have you been involved in the incubation industry?

- Less than one
 One to four
 Five or more

Are you a first-time attendee?

- Yes No

Workshop Fees*

NBIA must receive your registration and payment by the dates below to qualify for the associated fees. Please check the workshops you wish to attend, and circle the appropriate fee.

*Includes course materials, breakfast, lunch (for full-day workshops only), evening reception and incubator tour.

	NBIA Member			Nonmember		
	Early Bird: By Sept. 21	Regular: Sept. 22 – Oct. 12	On-Site: After Oct. 13	Early Bird: By Sept. 21	Regular: Sept. 22 – Oct. 12	On-Site: After Oct. 13
<input type="checkbox"/> Oct. 30 9 a.m. – 4 p.m. Developing a Successful Incubator	\$349	\$399	\$449	\$399	\$449	\$499
<input type="checkbox"/> Oct. 30 9 a.m. – 4 p.m. Facilities Management	\$349	\$399	\$449	\$399	\$449	\$499
<input type="checkbox"/> Oct. 30 9 a.m. – 4 p.m. Staying Relevant: Creating and Growing Clients, Funders and Programs	\$349	\$399	\$449	\$399	\$449	\$499
<input type="checkbox"/> Oct. 31 9 a.m. – 4 p.m. Serving Client Companies	\$349	\$399	\$449	\$399	\$449	\$499
<input type="checkbox"/> Oct. 31 9 a.m. – 4 p.m. Creating Effective (and Affordable) Incubator Marketing Strategies	\$349	\$399	\$449	\$399	\$449	\$499
<input type="checkbox"/> Oct. 31 8:30 a.m. – 4:30 p.m. Rural Incubation Strategies	\$349	\$399	\$449	\$399	\$449	\$499
<input type="checkbox"/> Nov. 1 8 a.m. – noon An In-Depth Guide to Public and Private Funding	\$199	\$229	\$254	\$219	\$239	\$264
<input type="checkbox"/> Nov. 1 8 a.m. – noon Partnerships That Produce	\$199	\$229	\$254	\$219	\$239	\$264
<input type="checkbox"/> Nov. 1 8 a.m. – noon Information Technology to Streamline Activities and Track Success	\$199	\$229	\$254	\$219	\$239	\$264
Workshop Fees Subtotal \$ _____						
Multiple Workshop Discount: Purchase more than one and save! Two workshops = \$25 off Three workshops = \$75 off						
Multiple Workshop Discount \$ _____						
Workshop Fees Total \$ _____						