



### SBDC Survival Training

Winner of the Government Agency Gold Horizon Award, the unprecedented website combines video, PowerPoint and PDF training along with interactive quizzes and an unrivaled content management system.

Innovation is a tradition at the BMC. Continually at the hub of entrepreneurial education, the BMC recently responded to the Small Business Association's request to develop a new, inspiring approach to small-business owner education for the 16 development centers across the state. Small Business Survival Tools and Training is an exciting blend of entrepreneurial education components that virtually take place in America's national parks. For entrepreneurs seeking business success, this innovative website is as pleasant to look at as it is to learn from.

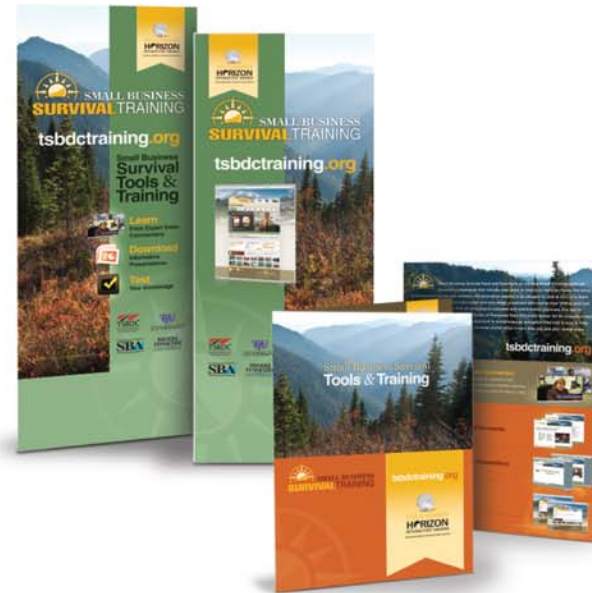
"Our latest partnership with the BMC was a complete redesign of TSBDC's online training offering. The result: www.tsbdctraining.org is a professional, user-friendly, easily updatable website featuring 14 modules and providing entrepreneurs with hundreds of downloadable educational documents and real-world video clips, which give them the small business information they need, fast. They are a team of creative genius and our partnership with them has been nothing short of magic!" said Jen Dangelo, director, TSBDC Online Counseling and Training Center.



www.tsbdctraining.org

## SMALL BUSINESS SURVIVAL TRAINING

Any person can walk into a bookstore and read up on how to start a small business, but the training developed by the BMC makes it informative, simple, and fun. With different styles for every type of learner, the new training promotes accessibility and retention. Experts in their fields share real-world advice, and all-inclusive materials make the trainee feel prepared and educated after they've completed the training.



"Having authored 20 chapters on starting a small business, filmed over 300 complementary video clips, and set them all in a user-friendly environment, the BusinessMedia Center has redefined entrepreneurial education across the state of Tennessee. Tennessee's best and brightest small-business educators worked on this project. The results were not only successful, but it has also been well received by the market. We had several hundred users in the first week after the launch – illustrating that there was an obvious need for this new approach toward education," said Kevin Liska, BMC director.