



AMERICA'S SMALL BUSINESS
DEVELOPMENT CENTERS

ANNUAL CONFERENCE

SEPTEMBER 11-14, 2012 ✦ HILTON NEW ORLEANS RIVERSIDE ✦ NEW ORLEANS, LOUISIANA



Core Competency Training Track in New Orleans

The Core Competencies (CC) track is a feature again at this year's conference. We have designated the **Versailles Ballroom** and **Belle Chasse** meeting rooms to offer the Core Competency Track programs. In addition, you will find many additional CORE Competency related workshops being conducted at this year's conference ... they are listed with "CC" in the **Category/Level Column** in the program guide.

The Core Competency (CC) workshops will provide advisors with the tools to assist their clients in the following areas:

- Business Planning,
- Financial Analysis,
- Accounting,
- Marketing, and
- Assistance with Access to Capital.

These workshops are being offered to strengthen and enhance the core competency services offered by the America's SBDC network. These programs are focused on our continuing effort to establish a foundation of knowledge, skills and abilities for our advisors. As indicated by Lyle Wright, the Co-Chair of the ASBDC Core Competencies Task Force "the value of having a set of 'Core Competencies' for our national network is establishing a foundation of basic knowledge, skills and abilities in serving our small business clients; ultimately raising the minimum level of expertise we consistently provide nationwide."

We hope you will take advantage of this training track and help "*SBDC: Lighting America's Future.*" We look forward to seeing all of you at this year's conference and we appreciate your continued support and attendance at the Conference.