



For Immediate Release

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Terry Campus to Partner with Central Delaware Business and Entrepreneurship Consortium

DOVER- If you want to create or expand your own business, there is an entire team of Kent County professionals ready to help you succeed and an event to get you started . The Central Delaware Business & Entrepreneurship Consortium will host the 2008 Entrepreneurship & Small Business Conference sponsored by the Delaware Technical & Community College, Terry Campus on Wednesday, Feb. 27.

About a year ago, Delaware Tech's Corporate and Community Programs Division realized the opportunity for small business growth in Central Delaware. With an interest in this opportunity, they began to research how areas similar to Kent County achieved small business success. The common theme throughout the research showed working relationships between industry services. Consequently, the Central Delaware Business & Entrepreneurship Consortium was born.

The purpose of the consortium is to assist in the economic vitalization of Central Delaware by promoting entrepreneurial spirit and enhancing the small business environment. The group will do this by providing educational opportunities for skill development, supplying personal consulting with industry professionals and continuing supportive relationships with each business. The idea is that business owners will find success when they work together.

According to Delaware Tech Corporate and Community Programs Division Director Dr. Daniel Houghtaling, the consortium plans to host additional educational initiatives to aid local

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entrepreneurs. Members plan to cultivate small business appeal in area schools and host various workshops to encourage individual enrichment.

“The key to economic success in Kent County is to support the growth of small businesses,” Dr. Houghtaling said.

The consortium’s first effort to reach out to the Kent County business community will be through the 2008 Entrepreneurship & Small Business Conference sponsored by Delaware Technical & Community College’s Terry Campus. With the theme “Your Guide to Education, Resources and Success,” the forum will welcome any who are interested in starting or improving a small business.

According to Terry Campus Entrepreneurship Technology Chair and Instructor Evie Zerefos, those who want to start a business but have no direction may be setting themselves up for failure and should consider attending the conference as a solid first step. “Starting a business with no direction is like going on vacation without a roadmap. When you begin, there are specific steps to write a business plan, obtain licenses, acquire funding and more.”

The conference will include various workshops, small roundtable discussions, moderated panel discussions featuring local business leaders and a keynote speech from Dogfish Head President Sam Calagione. “Delaware’s Position in the New Economy,” “Government Contracting Resources” and “Understanding Your Market Area: Kent County Demographics” are just a few of the topics to be discussed.

Registration for the Feb. 27 conference is now open for a fee of \$25 which will include breakfast and lunch. Businesses may also pay \$50 for table space in order to present their products and services during a business exposition. The conference will take place in the Terry Campus Conference Center from 8:30 a.m. to 4:30 p.m.

To register for the conference, receive program information and reserve a table in the exposition, call Lisa Stahley at 302-857-1400.

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