

Seminar Presenters:

Dr. David Boje



Dr. Boje teaches Small Business Management, Story Consulting & Systems Theory at New Mexico State University. The Small Business Consulting Institute holds business strategy and socioeconomic approach to management. Dr. Boje received his doctorate at the university of Illinois. Postmodern studies, storytelling, narrative ethnography, content analysis, deconstruction and rhetorical analysis.

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David H. Tobey



David Tobey founded Archemedae Management, Inc. in 1996 to offer strategic consulting, interim management and venture financing services to early- or mid-stage entrepreneurial businesses. Prior to 1996, Mr. Tobey was a serial entrepreneur. His companies have been listed in the Inc 500, growing an average of 300% per annum, and each was successfully exited via IPO or private merger. Mr. Tobey is also the developer of the *3-10-N™* and *Business Model Assessment™* methods employed by businesses around the world to accelerate growth and obtain debt and equity financing. Mr. Tobey is currently a Ph.D. candidate at New Mexico State University.

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New Mexico State
University,
Small Business
Consulting

Free Workshop

**Write a Better
Business Plan!**

**New Mexico State
University,
Corbett 2nd floor
at 6:00-8:00pm**

September 26, 2006

**Contact Professor
Dr. Boje at
505.646.2391**



Make the Most of Your Business

Write a new and Better Business Plan

This consulting seminar can help your business grow!

Learn how to write a better business plan straight from the creators of the future Talking Stick Institute, in a friendly atmosphere with business students and other small business owners.

The Talking Stick Institute name was taken from Native American cultures, where tribal leaders encouraged ideation, cooperation and conciliation using an innovative group discussion technique.

Our Small Business Institute is called 'Talking Stick' because we listen to the needs and dreams of our small business clients and provide the tools that facilitate innovation, develop strategic alliances, and accelerate growth. We also are developing future leaders through educating students and business owners in these techniques.



Last Years Students and clients of small business class.

Areas of Focus:

- What story does your business tell to customers? What story should it be telling?
- How can you accelerate revenue growth?
- How can you become more profitable?
- How can your sales forecasts be more predictable?
- How to uncover hidden costs and new opportunities, as well as eliminate dysfunctions?
- How to transform you strategies into Priority Action Plans that increase productivity?
- How to implement the PRISMA performance management system that aligns goals and objectives throughout your company?

P Premier Level 6	<ul style="list-style-type: none"> • The best possible; leading by example • No one can be better
R Robust Level 5	<ul style="list-style-type: none"> • Substantial progress; raising the bar
I Improving Level 4	<ul style="list-style-type: none"> • Exceeds expectation and progressing
S Satisfactory Level 3	<ul style="list-style-type: none"> • Historical level of performance is bare minimum
M Moot Level 2	<ul style="list-style-type: none"> • Declining/Undesirable • Of Debateable (moot) value
A Absent Level 1	<ul style="list-style-type: none"> • Vacuous (brain dead) • completely lacking any interest • Damaging to self and others

Reservation Form

Sign up for the Seminar Workshop # 1

September 26, 2006 at 6:00-8:00 pm

How to write a Better Business Plan

Name: _____

Address: _____

Phone: _____

E-mail: _____

Comments: _____

Questions: _____

Need more information? Please Detach Reservation Form and Contact your Management 548/448 student

Student Name: _____