



Outperform the Economy: New Strategies for a New Decade

Building A Disaster Resistant Business

Now more than ever businesses need to be ready for anything. And if they have the right tools and training they can be! The Small Business Development Center at UNF has gathered experts to help your business get ready for the new decade. Join us for this session on Competitive Intelligence and the 2010 Economic Forecast to improve the performance of your business.

Date:

**February 10, 2010
1:00 to 4:00**

Location:

**St. Johns County Growth
Management Building
4040 Lewis Speedway
St. Augustine, FL**

Cost:

**\$35 per person
Call about additional discounts**

Registration:

**www.sbdc.unf.edu
1.800.450.4624**

Additional sessions are also offered in Jacksonville and Orange Park. Go to www.sbdc.unf.edu or call 1800.450.4624 for more information.

Presented by:

SBDC at UNF
Association of Contingency Planners
Clay County Chamber of Commerce
St. Johns County Board of County
Commissioners
Duval Prepares

About the Workshop:

To survive in uncertain times, the success of a business depends on the ability to foresee and prepare for the future. Staying informed about the external environment helps business owners make strategic decisions to deal with these often uncontrollable variables. Economic forecasts of what lies ahead present a landscape to identify opportunities and prepare for future challenges. Internally, business owners use “competitive intelligence” (CI) to conduct research that provides an understanding of customer needs and satisfaction. CI is also useful in assessing the capabilities, vulnerabilities and intentions of competitors. Armed with this information, business owners make more informed decisions and perform better in the marketplace.

About the Instructors:

Larry Fauconnet co-chair of the Atlanta Chapter of the Society of Competitive Intelligence Professionals, has over 28 years experience implementing and deploying CI processes, both in the military and corporate America. Mr. Fauconnet is currently senior manager of competitive strategy BellSouth and AT&T Advertising Solutions.

Dr. Jeff Steagall is a professor of economics and international business at the University of North Florida and current UNF Distinguished Professor. During his 19 year tenure at UNF, he spent three years as associate dean of the Coggin College of Business and thirteen years directing the college’s international business program.

Additional sessions also offered in Jacksonville and Orange Park. Go to www.sbdc.unf.edu or call **1.800.450.4624** for more information.

NEW Decade,
NEW Opportunities

Co-Hosted by:

