

Grow Your Business

Economic Gardening:

Sowing Seeds of Success for Volusia and Flagler Companies

Wednesday, October 7, 2009 • 8 - 11:30 a.m. • Daytona State College

Today's economic landscape may look barren, but new strategies of **Economic Gardening** are being planted that with the right nurturing will help sprout new jobs and seed renewed prosperity.

Designed to harvest the potential of existing local companies and entrepreneurs, **Economic Gardening** is quickly taking root as a viable economic development tool.

Gain insight on the current and projected business climate from **Graham Toft**, *GrowthEconomics, Inc.*, and learn about **Economic Gardening** from **Steve Quello**.

A panel discussion lead by **Dr. Tom O'Neal** from *The University of Central Florida*, including stage-two entrepreneurs will round out the program. Introductions by **Dr. Bob Williams**, *Vice President, Economic Development, Daytona State College*.



Steve Quello, *President/Principal, CEO Nexus*, a public-private initiative dedicated to helping second-stage CEOs take their companies to the next level. **Economic Gardening**, an alternate, long term, entrepreneurial strategy designed to generate new jobs from the community's existing base of businesses.

About *CEO Nexus* - Based on the principles of peer learning, *CEO Nexus* is a collaborative effort comprised of CEOs, business-owner mentors, entrepreneur support organizations and professionals with expertise in areas vital to the success of growing companies.

Current supporters of this statewide initiative are:

- *The Florida High-Tech Corridor Council*
- *University of Central Florida Office of Research and Commercialization*
- *The Edward Lowe Foundation*

For additional information and to register call (386) 506-4450. Seating is Limited! Reservations are Required.

DATE: Wednesday, Oct. 7, 2009
TIME: 8 - 11:30 a.m. (check-in and continental breakfast at 7:45 a.m.)
PLACE: Daytona State College, 1200 W. Intl. Speedway Blvd., Daytona Beach, Florida - Bldg. 110, Rm. 112
COST: FREE

Sponsors:



Hosted by Daytona State College Economic Development



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