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**Training for Early Stage Technology and High Growth Companies**

**Portland** - Dr. Ed Rogoff, a nationally recognized business expert who is often seen on CNN, will be in Portland June 21 to conduct training for early stage technology and high growth companies. The day-long training, offered by the Maine Small Business & Technology Development Centers (Maine SBTDC), provides techniques and strategies for building effective business relationships with investors, clients, lending officers, new customers and others. Workshop participants will receive a copy of Dr. Rogoff's book, *The Entrepreneurial Conversation*, and work with case studies and hands-on interactive activities to learn Dr. Rogoff's process called "Think, Listen Speak."

"Being able to concisely and effectively describe your business venture to an investor or potential customer is critical," said Lee Cheever, certified Maine Small Business Development Center business counselor who is coordinating the training, "but being able to turn those conversations into mutually beneficial partnerships produces greater, long lasting results."

Cheever said the training is designed for early stage and high growth companies involved with sales presentations, talking to investors, lending officers, and co-developers; developing new clients or doing competitive intelligence gathering.

Dr. Ed Rogoff trains diverse clients from enterprising individuals to the largest Fortune 500 companies. He was a 2003 Guest Co-Editor of the *Journal of Business Venturing* and has written articles for *The New York Times*, *Forbes*, and *Newsday*. He is a frequent guest on CNN and CNNfn. He was the founder and CEO of two U.S. media companies. Dr. Rogoff has a B.A., M.B.A., M.A., and Ph.D. from Columbia University.

Along with Maine SBTDC, the Maine Technology Institute is co-sponsoring the training on June 21 at the Abromson Center, University of Southern Maine, 9 a.m.-3:30 p.m. Registration is at 8:30 a.m. Morning refreshments and lunch are included in the \$45 fee. To register and for more information, visit [www.mainesbdc.org](http://www.mainesbdc.org) or call 1-800-679-SBDC.

**About Maine Small Business Development Centers (Maine SBDC) and Maine Small Business & Technology Centers (Maine SBTDC):** *Maine SBDC/SBTDC is a partnership program of the U.S. Small Business Administration (SBA) in association with the SBA/OSBDC, Maine Department of Economic and Community Development, the University of Southern Maine, and leading economic and/or community development hosting organizations, including the Androscoggin Valley Council of Governments, Coastal Enterprises, Inc., Eastern Maine Development Corporation, and the Northern*

*Maine Development Commission and with support from the Maine Technology Institute (MTI) and other contractors, allies and stakeholders. Accredited by the Association of Small Business Development Centers (ASBDC) and administered by USM's School of Business, Maine SBDC/SBTDC operates a network of service centers and outreach offices located conveniently throughout the state.*

*Maine SBTC is the tech-focus unit of Maine SBDC. In 2003, Maine SBDC became what was then only the fourth SBDC in the country to receive a technology accreditation from the ASBDC, which certified it to provide assistance in technology commercialization. It had created a partnership with Maine Technology Institute (MTI) the year before and then appointed Meriby Sweet as director of Maine SBTDC with offices located at MTI in Gardiner.*

***About The Maine Technology Institute (MTI):*** *MTI offers early-stage, patient capital and commercialization assistance for the research and development of innovative, technology based projects that create new products and services, generating jobs in the state of Maine.*