

ANNOUNCEMENTS

- VOA features TowsonGlobal Director on "Issues & Opinions" Chinese language TV talk show, December 14, 2009
- TowsonGlobal featured in *Baltimore Business Review* article "[Seeing Green in the Baltimore Economy](#)" (pg 32) and ad (pg 56) January 2010
- [CCTV Interviews TowsonGlobal Director and Members Companies](#) November 2009
- [TowsonGlobal Radio Spot & YouTube Video](#) September 2009
- [Incubator Tour](#) September 2009

TowsonGlobal featured on DECO Blog

- [NEW* My First Business](#) January 2010
- [The Bilingual Entrepreneur](#) December 2009
- [What is an Entrepreneur?](#) October 2009
- [Does Incubation Make a Difference?](#) October 2009

EVENTS

- February 10, 2010 [Smart Start Your](#)

TowsonGlobal Welcomes New Office Manager

Leila Piran brings a diverse background of administrative, academic, and international experience to her position as Office Manager at TowsonGlobal.

Having worked in the medical administration business for six years, she performed administrative, customer service, and accounts receivable related tasks at Occupational Health and Sports Medicine. Previously, she taught writing and English for Speakers of Second Language courses at Towson University and also taught courses on globalization, American foreign policy, and global issues at American University and Catholic University. Ms. Piran holds a BA in International Studies from Towson University, an MA from American University in International Affairs with a focus on the Middle East, and is currently a doctoral candidate at Catholic University. She is fluent in Persian, proficient in French and conversant in Turkish.

NaturalCheck Helps Grocer Achieve Higher Food Quality

On January 30th, a major national grocer purchased 50 refractometers (Brix meters) from NaturalCheck for use in 33 of its stores. Produce managers will use the meters to gauge the nutrient quality of fruit and vegetables. The Brix meters will help buyers choose high quality at the wholesale level. Also, the stores will educate customers on the value of high Brix levels, which is a measure of total dissolved solids in a liquid. The more sugars, vitamins, and minerals in a drop of juice, the more nutrients in the produce. More information on NaturalCheck's Brix meters is available at: http://www.naturalcheck.com/brix_nutrient_testing.php

Featured Articles

Three Options for Aspiring Entrepreneurs

Klein, Karen, *Business Week*

Careful planning is needed when one considers becoming an entrepreneur. There are different avenues of starting one's business. A person may consider purchasing a franchise, taking over an existing business, or developing a new concept altogether. Each of the three options has its pros and cons for the prospective entrepreneur.

[Read More](#)

Startup Therapy: Six Questions to Ask Yourself Regularly

[Business \(SBDC\)](#)

- February 17, 2010 [Developing a Winning Business Plan \(SBDC\)](#)
- February 17, 2010 [Economic Outlook Conference \(RESI\)](#)
- February 18, 2010 [Exporting 101 \(SBDC\)](#)
- February 24, 2010 [Developing a Strategic Marketing Plan \(SBDC\)](#)
- March 2, 2010 [International Markets Summit \(TUIG\)](#)
- March 26, 2010 [Mid-Atlantic B2B Green Forum \(B2B Green\)](#)

Cohen, Jason, *Business Week*

The pressures of starting and running a business can cause entrepreneurs to lose sight of the big picture and focus solely on the daily operations of the firm. These six questions are based on a therapeutic approach that challenges entrepreneurs toward thinking about their product, service, customers, and cash flows from a unique point-of-view.

[Read more](#)

TowsonGlobal, the Business Globalization Center, is Towson University's international incubator that helps both domestic and foreign entrepreneurial ventures learn how to compete in the global economy, both at home and abroad. TowsonGlobal provides businesses a wide range of support, including high-quality, affordable office facilities; business counseling; mentoring; networking assistance; workshops and other educational forums. Members also draw from the experience of an active advisory board comprised of executives in technology, financial and legal services, logistics, manufacturing, contracting and venture capital fields.

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