



## At a Glance Information - January 2010

### ANNOUNCEMENTS

- **NEW\*** VOA features TowsonGlobal Director on "Issues & Opinions" Chinese language TV talk show, December 14, 2009
- **NEW\*** 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

- [The Bilingual Entrepreneur](#) December 2009
- [What is an Entrepreneur?](#) October 2009
- [Does Incubation Make a Difference?](#) October 2009

### EVENTS

- January 13, 2010 [Federal Government 8\(a\) Certification Workshop](#) (SBDC)
- January 13, 2010 [Smart Start Your Business](#) (SBDC)
- January 19, 2010 [Minority & Disadvantaged Business Enterprise Certification Workshop](#) (SBDC)
- January 19, 2010 [Social Media for Small Business- Blogging and Slideshare](#) (SBDC)

### TowsonGlobal Welcomes Two New Member Companies

Demonstrating that the entrepreneurial spirit is alive and strong in Baltimore County, Vulcan Furniture, Inc. and Study Abroad Counselor, LLC, have become the latest companies to join TowsonGlobal, Towson University's international incubator for startup ventures.

**Vulcan Furniture, Inc.** specializes in the supply and wholesale of office furniture, systems, seating, cabinets and accessories. The company provides office furnishing solutions to architects, designers and businesses seeking an upscale image. The firm represents high-end international brand manufacturers, primarily from Asia. Vulcan is a U.S.-incorporated affiliate of an established furniture company in Pakistan.

**Study Abroad Counselor, LLC**, is an online-based organization dedicated to assisting students around the world in pursuing studies outside their respective countries. Initially the company will target smaller colleges in the Mid-Atlantic region and focus on programs in Spain. The company aims to be a leader and a reference in study abroad circles in the countries in which they do business.

"Although these companies work within separate industries, both will bring valuable products and services to our region as well as internationally," says Clay Hickson, director of TowsonGlobal, "and will create new jobs and contribute to the overall economic strength of Baltimore County."

"TowsonGlobal looks forward to helping both companies expand their businesses domestically and abroad."

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### Featured Articles

#### 9 Branding Tips for Small Businesses

Rice, Nick, *Small Business Branding*.

The importance of the brand image of your company cannot be overstated. Consumers look for brands they can trust and rely on. Small business owners have a lot on their plate, and building the brand image may sometimes be overlooked. Presented here are a number of tips to consider when deciding how to convey the right image for your company, products and services.

[Read More](#)

#### Top Ten PR Tips for Small Business

Scott, David Meerman. *Web Ink Now*.

Getting consumers to notice your brand can be difficult. It is especially difficult for small businesses that do not have millions of dollars budgeted for advertisement and other marketing tools. Finding inexpensive ways to communicate your products or services to consumers is important for small business.

[Read More](#)

- January 20, 2010 [Developing a Winning Business Plan](#) (SBDC)
- January 26, 2010 [Nuts & Bolts of Starting and Planning Your Business](#) (SBDC)
- January 27, 2010 [Developing a Strategic Marketing Plan](#) (SBDC)
- January 29, 2010 [Mid-Atlantic B2B Green Forum](#) (B2B Green)
- February 17, 2010 [Economic Outlook Conference](#) (RESI)

## Guide to Year-End Tax Tips for Small Business

Speizer, Irwin *Work.Com*

Tax time is a stressful time for businesses and consumers alike. A small business owner is busy enough without tax season creating more stress by adding to the load. Knowing what to do ahead of time will save money, and reduce stress. Take the necessary steps to get this out of the way quickly.

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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.

Tap into [TowsonGlobal's](#) resources today!

### Contact TowsonGlobal!

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