

TowsonGlobal

Bridging Global Markets

At a Glance Information – December 2011

ANNOUNCEMENTS

- [Clay Hickson Presents: East Meets West](#); Edentimes (November 2, 2011)
- [Hatching success: Maryland's business incubators 'further along' than many nationally](#); Gazette.net (October 21, 2011)
- [Clay Hickson Interviewed on U.S. Senate Backs Tough China Trade Moves](#); VOA (October 4, 2011)

TowsonGlobal featured on DECO Blog

- [TowsonGlobal's Business Plan Competition Returns](#) (November 2, 2011)
- [Six Ways Towson University Is Becoming More Entrepreneurial](#) (October 17, 2011)
- [Entrepreneurs: Born or Made?](#) (September 19, 2011)
- [Social Media for Entrepreneurs](#) (August 25, 2011)
- [Entrepreneurship and the Economy](#) (July 11, 2011)

EVENTS

- [Government Contracting](#), SBRC (December 4, 2011)

Participate in the TowsonGlobal Business Plan Competition



Business Plan Deadline - February 6, 2012

Find out more information
www.TowsonGlobal.com
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Click [here](#) to learn why you should participate!

TowsonGlobal Attends Maryland's First Entrepreneur Expo



On **November 14**, Maryland's inaugural Entrepreneur Expo was held. The [2011 Entrepreneur Expo](#), organized by a group led by TEDCO, featured more than 50 on-hand mentors, 50+ exhibitors, and was selected as one of 10 featured events nationwide during Global Entrepreneurship week, which spanned from Nov. 14 – 20. The event attracted more than 200 attendees, including entrepreneurs, economic development organizations, investors, and legislators. As Maryland's first large-scale event designed to promote Maryland's innovation, entrepreneurship, and economy, the 2011 Entrepreneur Expo was a dynamic hit.

- [Basic Digital Photography for Small Business](#), SBRC (December 5, 2011)
- [Project Management Workshop](#), SBRC (December 7, 2011)
- [Accounting Workshop](#), SBRC (December 10, 2011)
- [The Psychology of Selling](#), SBRC (December 13, 2011)
- [Smart Start Your Business](#), SBDC (December 13, 2011)
- [Smart Start Your Business](#), SBDC (December 13, 2011)
- [Smart Start Your Business](#), SBDC (December 14, 2011)
- [Business Plan Workshop](#), SBRC (December 14, 2011)
- [Quickbooks Intermediate](#), SBRC (December 17, 2011)
- [Developing a Winning Business Plan](#), SBDC (December 21, 2011)
- [Baltimore TechBreakfast](#), GBTC (December 28, 2011)

TU's 2011 Economic Outlook Conference

November 9 marked the 15th annual Economic Outlook Conference, hosted by the Regional Economic Studies Institute (RESI). This year, the event, entitled *Two Steps Forward, One Step Back*, took place at Towson University's new West Village Commons complex. The event highlighted the implications of the 2010 census data on various sectors, including government, higher education, and workforce development. In case you missed it, Dr. Daraius Irani's Economic Outlook presentation can be viewed [here](#).



TowsonGlobal Exhibitor Table. To view more pictures click [here](#).

Featured Articles

How to Retain Your Startup Workforce

Norman, Morgan, *Mashable.com*

Finding the right kind of talent can be a challenge for any company. But, retaining your workforce afterwards can be an even larger obstacle. "Workers today often see more job security with established companies, and if given the chance to work for a well-known Fortune 500 company, will likely accept the opportunity." A solid orientation, recognition and encouragement, and feedback can help startups retain happy employees. [Read More](#)

How to Improve Employee Retention

Spiro, Josh, *Inc.com*

What is the main reason employees quit their job? In one word, dissatisfaction. In particular, dissatisfaction with a supervisor leads many workers to seek employment elsewhere. In large corporations, disgruntled employees have more opportunities to shift to other jobs or departments. Small businesses, however, run the risk of outright losing the employee. Here are a few ways to help improve employee retention. [Read More](#)

Recruiting and Retention Secrets of Inc. 500 Alumni

Inc.com

There are various 'how-to' guides or 'do's and don'ts' pertaining to employee retention. But, why not learn some tips and tricks from the personal experiences of

some former Inc. 500 companies? You'll find examples of how to motivate employees, enhance a compensation package, and ultimately, how to retain your top talent. [Read More](#)

TowsonGlobal is Towson University's business incubator that helps 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!

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