



At a Glance Information – November 2011

ANNOUNCEMENTS

- [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)

EVENTS

- [Project Management Workshop](#), SBRC (November 4, 2011)
- [Accounting Workshop](#), SBRC (November 7, 2011)
- [Smart Start Your Business](#), SBDC (November 8, 2011)
- [Economic Outlook Conference, Towson University- RESI \(November 9, 2011\)](#)
- [Federal Government 8\(a\) Certification](#), SBDC (November 9, 2011)
- [Smart Start Your Business](#), SBDC (November 9, 2011)
- [Starting a Successful Business, SCORE \(November 9 & 10, 2011\)](#)

Darlene Ugwa Appointed By TowsonGlobal As Program Coordinator



TowsonGlobal is pleased to announce the appointment of Darlene Ugwa to the new position of Program Coordinator, where she will assist in the day-to-day management of the incubator and its programs. A UB/Towson December '11 MBA candidate, Darlene started at the incubator as an intern for Vulcan International, Inc. and since this past spring has been filling in ably as Interim Officer Manager. We are excited to have her taking on this important new role, which will help TowsonGlobal achieve its goals.

5 Things You Didn't Know About Darlene

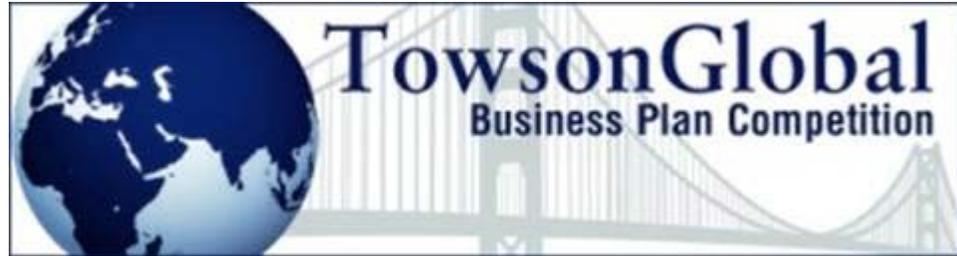
1. She received her B.A. in International Relations from Towson University
2. She lived in Nigeria for 3 years
3. She has visited 7 countries: Canada, Germany, Nigeria, Ghana, France, Sweden, and the United Kingdom
4. She would someday like to be an ambassador for the U.S.
5. Her favorite sports team is none other than the Baltimore Ravens

Competition Workshop Success

On **October 19 and 26**, TowsonGlobal hosted its first two of three workshops to help prepare those interested in participating in the 2nd Annual Business Plan Competition. The series has been well-received, being attended by a mixture of businesspeople, college students, and startup entrepreneurs. The Business Plan + Executive Summary Workshop had TowsonGlobal bursting at the seams with 60+ individuals registered. Each 90-minute workshop features SCORE mentors and Q&A sessions to ensure that all attendees have the opportunity to garner feedback and input for their own ideas. With only one workshop remaining, you don't want to miss

- [Southeast Asia NOW! Business Conference](#), U.S. Commercial Service (November 9 & 10, 2011)
- [Financial Projections Workshop, TowsonGlobal \(November 10, 2011\)](#)
- [Be Strategic, Be Profitable, Think Global](#), SBDC (November 10, 2011)
- [Small Business Resource Day](#), SBA (November 14, 2011)
- [Quickbooks Intermediate](#), SBRC (November 14, 2011)
- [Operating a Home Office](#), SBRC (November 15, 2011)
- [10th Annual Holdridge Memorial Lecture](#), MCBC (November 15, 2011)
- [Identifying Top Sales Talent and How to Effectively Prospect](#), SBDC (November 15, 2011)
- [Developing a Winning Business Plan](#), SBDC (November 16, 2011)
- [Minority & Disadvantaged Business Enterprise Certification](#), SBDC (November 17, 2011)
- [The Psychology of Selling](#), SBRC (November 17, 2011)
- [Business Plan Workshop](#), SBRC (November 18, 2011)
- [Nuts & Bolts of Starting Your Business](#), SBDC (November 22, 2011)
- [Baltimore TechBreakfast](#), GBTC (November 30, 2011)

out! [Click here](#) to register and learn more about the upcoming **Financial Projections Workshop** on **November 10**.



Featured Articles

At SXSW, Chief Shoe Giver Extols Social Entrepreneurship

Keplesky, Bryan, *Entrepreneur.com*

Social entrepreneurship is defined as “the art of creating a profit oriented business that solves social and environmental problems.” Contrary to popular belief, being profitable and doing social good are not mutually exclusive. Blake Mycoskie, founder of TOMS Shoes, is the perfect example of a successful social entrepreneur. With its “One for One” philosophy, TOMS Shoes has given away over a million pairs of shoes and made a difference in the lives of many children living in developing nations. [Read More](#)

A Social Entrepreneur Helps Homeless Dogs

Moran, Gwen, *Entrepreneur.com*

Entrepreneurs don’t always end their careers in the same field in which they started. Shane O’Neill started as a restaurateur and later harnessed his entrepreneurial spirit to create a clothing line, Royal Bitch Couture, that would help control the population of homeless dogs in the U.S. O’Neill donates a staggering 50% of his profits, and his clothing line has been featured in popular magazines, such as People and Shape, and worn by celebrities. [Read More](#)

How to Become a Social Entrepreneur

Dubois, Lou, *Inc.com*

Still not sure how to become a social entrepreneur? Here you’ll find 8 steps to help guide you. As Rupert Scofield, the president and CEO of FINCA International, puts it, “Whether your mission is as ambitious as pulling millions of people out of poverty or as modest as feeding people in your neighborhood, now is the perfect time to get started. Social entrepreneurship has never been more needed, more valued and more achievable than it is today.” [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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