



## At a Glance Information – June 2010

### ANNOUNCEMENTS

- TowsonGlobal featured on DECO Blog
  - [Do I Need a Business Plan?](#) (March 8, 2010)
  - [University Incubators: A Resource for Students and Entrepreneurs](#) (March 22, 2010)
  - [Do I Need a Business Mentor?](#) (April 8, 2010)
  - [Turning Gloom Into Bloom](#) (April 20, 2010)
  - [Focus Groups for Entrepreneurs](#) (May 10, 2010)

### EVENTS

- [Starting a Successful Business](#), SCORE (June 2-3, 2010)
- [All You Wanted Your Business To Be](#), AMBICA (June 7, 2010)
- [Smart Start Your Business](#), SBDC (June 8, 2010)
- [Asian American Business Conference](#), APAA (June 8, 2010)
- [CrowdPitch](#), TowsonGlobal and FundingUniverse (June 16, 2010)
- [Developing a Winning Business Plan](#), SBDC (June 16, 2010)
- [B2G Matchmaking Conference](#), BDAG

### VP Sales-in-Residence Appointed

[Scott B. Turnbaugh](#) has been named as TowsonGlobal's VP Sales-in-Residence. Mr. Turnbaugh, President and Founder of Eagles View Consulting LLC, has more than 20 years of experience in sales, marketing and operations roles. He possesses diverse and dynamic skills in sales team management, structure, compensation, CRM training, and pipeline improvement systems, having worked with start-up, mid-market and Fortune 500 companies, Mr. Turnbaugh will be on site regularly to consult with companies on a variety of strategic issues, ranging from exploring new sales opportunities to building and managing sales teams.

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### TowsonGlobal Welcomes New Office Manager

**Lindsey Meyer** brings a background of administrative, academic and organizational development to TowsonGlobal. With a long family connection to Towson University, she has an abiding commitment to helping the university achieve its mission. Ms. Meyer's father is a professor in the Department of Special Education, her uncle teaches a Law course, and her sister is a Psychology student. She received her BA in Public Relations from York College of Pennsylvania and her MA from Towson University in Professional Studies with concentrations in Nonprofit Leadership and Human Resources. She also serves as the TU in the Community Coordinator and serves on the TU Staff Council's Staff Development Day Committee. Outside of work, she helps plan fundraising events for Parkinson's disease research.

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### Featured Articles

#### Sales Strategy Creates a Competitive Advantage

Zahorsky, Darrell, *About.com*

Well informed small business owners know that a great sales strategy is equally important as tactics, and that strategy can create a competitive advantage. Where does the insight come from for the winning strategies? Through research, understanding the marketplace... the customer and outside influences. [Read More](#)

#### Tips for Increasing Sales in International Markets

Mount, Ian, *New York Times*

Through the National Export Initiative the US has the goal of doubling exports over the next five years. To support that goal funding has

(June 16, 2010)

- [Women in Business 2010](#), WBENC (June 22-24, 2010)
- [Developing a Strategic Marketing Plan](#), SBDC (June 23, 2010)
- [Marketing Mix and Sales Modeling](#), SBDC (June 25, 2010)

been increased to the International Trade Administration and the US Export-Import Bank has been asked to increase financing for small to medium size firms. As Orb Audio, a maker of high-end home theater systems, learned, the keys to exporting are to: choose a target market, build relationships and customize your products. [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.

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

**Contact TowsonGlobal!**

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