

# THE COMPETITIVE EDGE

Official Publication of the New River Valley Competitiveness Center  
A Small Business Incubator

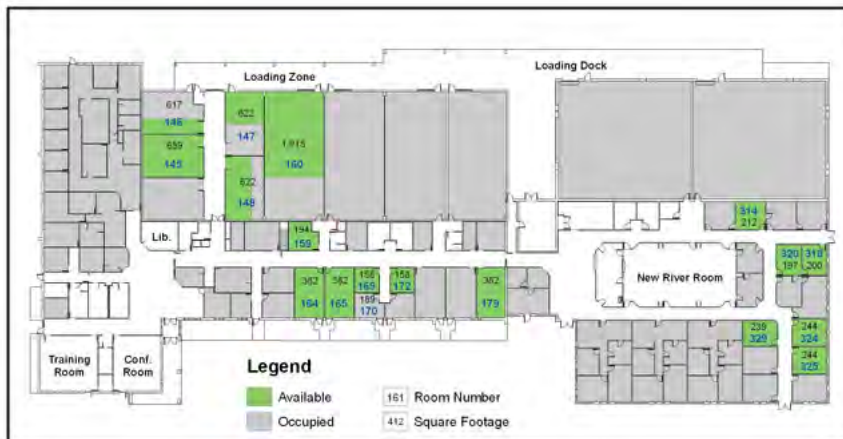
Shawn Utt/Doug Hudson,  
Acting Incubator Managers

February – March 2010

## The ‘WOW’ Factor: Where Service Excellence Starts

Due to its popularity and effectiveness, New River Community College is offering the ‘WOW’ Factor customer service training for businesses in the New River Valley. Since customer service is vital to the success of any business, this is certainly an important opportunity. Sponsored by the Community College’s Office of Workforce Development and the Virginia Tourism Corporation (VTC), the workshop will be held on Wednesday, February 24<sup>th</sup> in Room 117 of Edwards Hall beginning at 10 a.m. and running until noon. Bobbie Walker, Director of Education and Workforce Readiness with the VTC, will lead participants toward positive behaviors that enhance customer service skills and help give employees confidence and the support needed to shine. To register, visit [www2.nr.edu/wd\\_service/](http://www2.nr.edu/wd_service/).

## NRV Competitiveness Center Updates



In a sign of a turning economy, the NRV Competitiveness Center occupancy is up to approximately 82%, but space is still available.

Currently, there are only 12 offices and a small amount of manufacturing space available. If you are interested in viewing the available space, visit the Center’s website at: [www.nrvdc.org/nrvcc.html](http://www.nrvdc.org/nrvcc.html) and click on “Floor Plan”.

## ANNOUNCEMENTS

### BAE Systems

BAE Systems cordially invites you to an Open House to learn more about their company and operations in the region. The Open House will be on Tuesday, February 23<sup>rd</sup> from 3 p.m. to 9 p.m. at The Inn at Virginia Tech, 901 Prices Fork Road in Blacksburg. For further information, contact Tony Hewitt at [tony.hewitt@baesystems.com](mailto:tony.hewitt@baesystems.com).

### Competitiveness Center Tenant Survey Results and Implementation

Recently, the tenants of the Competitiveness Center were asked to take a short survey focusing on their needs as a small business and how the Competitiveness Center can meet those needs. The results will help the Center develop a set of training workshops geared toward meeting those needs. However, these workshops will also be open to all small businesses and those who may be interested in beginning a small business. If you are interested, please complete the survey on the next page and forward it to the Center by February 21<sup>st</sup>. Keep an eye out for updates and other happenings as they are planned.

# Competitiveness Center Business Development Survey

The Management of the New River Valley Competitiveness Center would like to offer business development/support workshops to the tenants of the Center. Please take a few minutes to complete this survey to allow us a better idea of the current needs of the tenants.

All responses will remain completely anonymous.

**1) Are you interested in participating in business development/support workshops?**

- Yes
- No

**2) To what extent do these content areas interest you?**

**Please use the 'Additional Comments' field to type other content areas you would like to have included in a professional development offering.**

	Not interested	Somewhat interested	Very interested
Managing Credit & Debt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business Start-up Basics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Writing a Business Plan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marketing / Networking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Legal Considerations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Financial Record Keeping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Meet the Lender"- A How-to Guide	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business Taxes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technology and E-Commerce	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Additional Comments/Ideas for Workshops: \_\_\_\_\_

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**\*\*\* Thank you very much for your feedback and participation. \*\*\***

**Please return the survey to the Center Manager’s office before February 21<sup>st</sup> in order to better allow for workshop coordination.**

**Questions or comments: Shawn Utt ([sutt@pulaskicounty.org](mailto:sutt@pulaskicounty.org)) or 540-980-7710**

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