

Contact: Carmen DeHart

UMKC Small Business & Technology
Development Center
Phone: (816) 235-6428
Fax: (816) 235-2947

4747 Troost Avenue
Kansas City, MO 64110
www.bloch.umkc.edu/sbtcdc



PRESS RELEASE

CEO Coaching & More . . .™ program provides successful mix for leaders of growing businesses

Kansas City, MO, September 22, 2008: The UMKC Small Business and Technology Development Center (SBTDC) announced its third annual offering of its highly regarded CEO Coaching & More . . .™ program. They are currently accepting applications for the year-long mentoring and professional development program.

The CEO Coaching & More . . .™ program has garnered its success by filling a need for a specific group of small business leaders, those with businesses that have successfully navigated the hurdles of startups and are now focused on the challenges of increased operations and growth. Carmen DeHart, Director of the UMKC SBTDC and a former small business owner, believes the success of the program is due to its unique mix of targeted educational programs, coaching from subject matter experts, and peer mentoring. "CEO Coaching & More . . .™ provides the right combination of opportunities and resources for entrepreneurial CEOs to take their high potential companies and careers to new heights."

Peggy Shults, president and CEO of Lytmos Group, Inc. and a member of the 2007 CEO Coaching & More . . .™ class, credits DeHart and the program for developing a program that addresses the needs of leaders of ongoing businesses. Shults notes that for these business leaders in particular, "it's so easy to get sucked into the day-to-day of working in your business, that you're not spending any time working on your business." Rich Pusateri, president and CEO of the Condado Group and also a 2007 alumni, identified a similar issue in regards to leading this type of business, "You can run the business, but sometimes you forget to run the business." Pusateri went on to explain that the program helps leaders to remember the things they often forget when there is so much for one person to do, like taking good care of your employees.

Shults, who has participated in other entrepreneurial groups, said that the CEO Coaching & More . . .™ program was different. Where other entrepreneurial groups provide good opportunities for social types of networking experiences, the CEO Coaching & More . . .™ program "forced you to get down to business." One of Shults' favorite experiences in the program was the peer forum. "The program really creates an environment where you feel safe in talking about your business issues."

Pusateri also found great benefit in the structured networking opportunities. “Listening to other people express the same issues you’re having and working as a group to come up with solutions is the best part of the program.” Pusateri went on to say, “I think that once you learn you’re not the only one out there on an island, you relax a little more and you’re willing to take some more risk.” Pusateri enjoyed the networks and the contacts so much he wanted to stay a part of the group and give back to the program. As a result, he now volunteers as a coach for the 2008 class.

Shults was also impressed by the package of services offered for the moderate monthly fee of \$99. The CEO Coaching & More . . .™ program includes educational programs, one-on-one coaching and a peer forum. According to Shults, the educational seminars “really targeted the key skills needed to grow and the coaching from the mentors is excellent.” Shults added, “It took a reasonable amount of time to do the work, but I didn’t feel as though it was too much. It was just the right amount of time to get away.”

Shults and her company have faced big changes since completing the CEO Coaching & More . . .™ program. On April 30th, 2008 Solix, Inc. purchased her company. Lytmos Group is now a wholly-owned subsidiary of the New Jersey based Solix. Shults noted that her CEO Coaching & More . . .™ mentor and the program’s focus on strategic planning really helped her to be prepared for the Solix acquisition. Shortly after starting the program Shults was approached by a person interested in buying into the business. At the time, Shults had no idea how to set a value for the company or what items to consider in such a transaction. With the help of her CEO Mentoring & More . . .™ subject matter coach, Shults worked through valuations and strategic planning. Even though the original purchase never transpired, by the time Solix approached, they had done their homework and were well prepared to navigate the deal.

The third annual CEO Coaching & More . . .™ class will begin in January 2009. Among the benefits, participants will receive monthly one-on-one assistance from expert coaches; design a custom professional development plan; participate in six high-impact training seminars and the PeerSpectives® peer-to-peer forum of fellow entrepreneurs for networking and peer coaching.

To qualify for the program participants must be their company’s chief decision maker. Also the company must be at least two years old, have a minimum of three full-time employees, and generate \$400,000 or more in annual sales. The program costs \$99 per month and requires a one-year commitment.

For more information or to apply contact the UMKC SBTDC, 4747 Troost, Kansas City, MO 64110; phone 816-235-6063; web site www.ceocoachingandmore.com; or e-mail umkcsbtdc@umkc.edu. Deadline for applying is December 1. The program is a collaborative effort of the UMKC SBTDC and the Helzberg Entrepreneurial Mentoring Program at UMKC.