

Proposal For:

BRAC-WIRED DEMONSTRATION PROJECT

Entrepreneurial Business Accelerator

Prepared for: Lincoln Trail Area Development District

Presented by: North Central Education Foundation, in coordination with:

Western Kentucky University

Innovative Productivity, Inc.

BURTWALKER.COM

January 20, 2009

EXECUTIVE SUMMARY

This proposal is a combined effort of four independent organizations. The prime contractor is North Central Education Foundation (NCEF). As an organization with a vested interest in our region, NCEF is keenly interested in furthering any efforts that provide new opportunities related to education and economic development. As such, NCEF has called upon three other organizations to assist with the development of the products of this proposal. These organizations are Innovative Productivity Inc. (IPI), Western Kentucky University (WKU), and BURTWALKER.COM. Each of these organizations bring unique qualifications that will contribute significantly to the success of this project. IPI is the corporate organization responsible for operating the McConnell Technology and Training Center (MTTC) as well as other related activities that involve education and innovation in various regions of Kentucky. WKU offers both educational support and facilities and through their experience in establishing and operating a business accelerator, they bring unparalleled experience to this project. BURTWALKER.COM was responsible for the development of the Feasibility Analysis and Concept Plan for a business accelerator in Radcliff. Their research background on business accelerators coupled with their commitment toward entrepreneurial efforts in this community are invaluable for this project. As the prime contractor, NCEF proposes to take responsibility for coordinating the efforts of the other contributing organizations. Note also that in-kind contributions have been offered by WKU, City of Radcliff, North Hardin Economic Development Authority, Kentucky Central Region Innovation and Commercialization Center, Service Core of Retired Executives, Kentucky Student Ventures Corporation, and Advanced Strategies, LLC.

It is the combined opinion of all partners in this proposal that establishing a fully functional, operating business accelerator is beyond the scope of this project. Having carefully reviewed the Feasibility Analysis and Concept Plan for a business accelerator provided to the City of Radcliff, we believe that funds provided are insufficient to undertake such an initiative. According to that study, a minimum of \$1.5 million would be required to establish a conventional business accelerator and to keep it operating until it could become self-sustaining. *Therefore, it should be carefully noted that the product of this proposal does not include an actual functioning business accelerator.* The product does however illustrate the functionality of many of the objectives with demonstrative activities through field tests and operational products such as interactive instruction, interactive Internet mentoring, and establishment of a framework for partnerships and mentoring.

Based on the objectives defined in the RFP, this proposal presents a sound *model* for a business accelerator environment and a *plan* for a successful implementation. Defined in this proposal is the LTADD Applied Education Accelerator Model which, when developed, will provide a comprehensive plan for integration into either a conventional business accelerator or some other approach as required by the communities in which they are applied. This model incorporates the other objectives defined in the RFP such as a tiered support network, a peer mentoring and networking infrastructure, partnerships with related funding organizations, one-on-one counseling opportunities, etc., all focused on the recruitment and support of clients with businesses related to BRAC-WIRED 65 initiatives.

While the study provided to the City of Radcliff in October, 2008 clearly lays out a concept plan for a conventional business accelerator, it was not intended to elaborate on the educational components necessary to help facilitate a continued entrepreneurial climate for potential clients. The applied education model presented in this proposal will fill that void and will serve to demonstrate its viability. The Radcliff study did point out the importance of community involvement and even suggested that without that involvement, the likelihood of success is low. This proposal includes facilitating several community events to educate citizens and community leaders of the importance of entrepreneurial efforts the role they play in economic development.

PROJECT OVERVIEW

There are three distinct goals of this proposed project:

1. **Operational Framework.** Develop an operational framework under which a business accelerator can be established in Hardin County that includes a specific, applied educational model to facilitate growth in new, emerging businesses. This framework has three principal components that define the Lincoln Trail Applied Education Accelerator Model:
 - **Advanced Entrepreneurship.** Establish the necessary educational components required to promote the advanced education of entrepreneurs. This will include an enhancement of the existing Entrepreneurial Academy of Excellence model. Additionally, it will include advancing a mentoring infrastructure, establishing partnerships with viable resource partners, and recruiting and operational products such as a web site for remote mentoring activities, digital educational products, and other resources.
 - **Focused Education.** This component will define the specific implementation of the Dynamic Business Accelerator with respect to the educational requirements for this area. In our case, the focus will be in information technology or other industries that relate to BRAC or WIRED 65 initiatives. However, we will also illustrate how this focus can be adjusted to meet requirements in other areas with concentrations in other industries. This will demonstrate the flexibility needed to replicate this model in other areas.
 - **Functional Workspace Facilities.** Assess the workspace requirements for business accelerator clients. Further evaluate the proposed facility at the WKU Radcliff facility as recommended by the Radcliff Feasibility Study and determine its implications with respect to arrangements with WKU. Determine a functional office layout and prepare an office growth plan. This component will also evaluate and customize the legal and operational documents for operating the facility of the business accelerator in this or other locations.
2. **Demonstrations Processes.** Demonstrate specific components of that framework to illustrate these functions as they would be used in an operational environment. This will include a demonstration of remote classroom instruction, mentoring functions (including remote mentoring via web sites), and other related functions.
3. **Public Education.** Educate the community of the importance of a business accelerator to obtain community support. As carefully explained in the Radcliff Feasibility Study, community support is a critical component of any successful business incubator. This component will prepare several educational forums for that purpose. Two seminar type events will be hosted in Hardin County to specifically educate the community on the accelerator initiative to include efforts laid out in this project as well as the Radcliff Feasibility Study. Additionally, three roundtable forums will be hosted that will address the role of entrepreneurship in business and education as it applies to economic development. The roundtable forums will be led by prominent economists, business educators, and entrepreneurs who have contributed to our region. Finally, this component will address accessing local educational institutions, including secondary schools, to provide education and other opportunities for students to promote growth in our surrounding communities.

I. SUMMARY OF RESPONDENT QUALIFICATIONS

A. Respondent Summary of Qualifications

The North Central Education Foundation (NCEF) has a long and rich history of promoting educational improvement and economic growth in our region. Beginning in 1960 and playing an active role in our communities since that time, the NCEF is still the leading private investor in education. They are committed to increasing educational options, expanding opportunities, and improving the quality of education for all in this region. That commitment includes traditional and non-traditional educational initiatives, including providing opportunities for entrepreneurial growth.

The NCEF understands that intellectual capital is a key component of a successful transformation of this region brought about by the BRAC decision. That intellectual capital is best served through educational initiatives and serves to support the foundation for entrepreneurial activity.

The NCEF's commitment to educational and economic growth is supported by a board of directors represented by community leaders who have consistently and effectively improved the quality of life in our communities. As local business men and women, educators, community leaders, each of them offers strengths that continually improve the vitality of the region.

It is the intent of NCEF to partner with BurtWalker.com, a local business consulting company, to assist with the completion of this project. It's principal, Burt Walker, has had significant involvement in entrepreneurial activities in this region. Additionally, BurtWalker.com was the company responsible for completing a detailed feasibility study for a related project, a business accelerator in Radcliff. This study was a thorough and careful analysis of the potential for establishing a business accelerator in our region. His research, experience and his organizational skills will bring a fresh and experienced approach to this project. In the interest of disclosure, Burt Walker was a citizen member of the Lincoln Trail Area Development District Board of Directors from 2005 - 2007. He resigned this position in December, 2007 due to conflicts of time with his business initiatives.

BurtWalker.com occasionally uses the services of other private consultants when the demand requires it or where the specialties of others can contribute to the benefit of its projects. In this case, BurtWalker.com may employ the services of Mr. Morris Miller, the current Project Coordinator for the Entrepreneurial Academy of Excellence (EAE). Mr. Miller currently acts as Project Coordinator of the EAE in a part-time capacity. Mr. Miller's background and experience with the Lincoln Trail Innovation Center and the EAE will contribute greatly to this project. In the interest of disclosure, Mr. Miller is currently serving on the Workforce Investment Board of the Lincoln Trail Area Development District. It is our belief that Mr. Miller's involvement in this project is key, and he will comply with the WIA of 1998 Section 117 (g) (1) (A) and (B) for the purposes of this project or he may resign from the WIB, if that is required to avoid a possible conflict of interest.

B. Background and Experience

1. North Central Education Foundation.

a. Background.

Beginning with the foundation of Elizabethtown Community College in 1964 through the present, NCEF has been instrumental in forging the growth of education and economic development in this region. Al Rider, the NCEF President and CEO has continued the excellence set forth since its beginnings since 1992. Under his guidance, the NCEF has offered continued leadership to surrounding communities. This involvement has included major fund raising efforts, community education seminars, establishing education centers, donated property, presentations to national organizations, and educational research. The assets of the NCEF have more than quadrupled from 1992 even as investments in programs and services have increased annually. Mr. Rider recently received the prestigious Joseph W. Kelly award from the Kentucky Board of Education.

b. Experience.

- 1992-1994. Managed a major fundraising campaign for Elizabethtown Community College, resulting in \$2 million in contributions, the region's largest amount of money raised for a single entity.
- 1995-2004. Conducted "Issues of Life" seminar series, providing financial planning and wealth management for the elderly.
- 1998-2008. Assisted the City of Radcliff in opening the Challenger Learning Center of Hardin County. Mr. Rider served as the founding director for the center.
- 2000. Donated six acres to the Hardin County Public Library.
- 2002. Provided leadership and conducted workshops on board development for several western states. Mr. Rider continues to work with nonprofit and for profit organizations in a strategic advisory capacity. Mr. Rider also served as the president of the Elizabethtown Rotary Club.
- 2003. Conducted 21 "Perspectives" workshops for over 400 Gates employees losing jobs, resulting in over 140 of those employees entering college on a \$425,000 grant. Mr. Rider also presented to members of the Council for Resource Development on Capital Campaign strategies and board development in Washington, D.C.
- 2004-2005. Assisted the City of Radcliff with economic development opportunities and presented educational/workforce readiness and assisted in attracting Cardinal Health to Radcliff, culminating an approximately 500 new jobs.
- 2005-2008. Served on the BRAC Task-force Education Subcommittee in preparation for Ft. Knox transformation. Currently working with other education leaders and the private sector in ensuring the area provides the workforce needed for BRAC.
- 2006. Mr. Rider was selected as a Kentucky delegate for the first-ever nonprofit congress held in Washington, D.C.

- 2006. Hosted a Regional Economic Summit to release the Educational Needs Index for each county in the Lincoln Trail Area Development District. Over 70 regional decision makers attended.
- 2007. Selected to serve on the WIRED65 Initiative Steering Committee.
- 2007. Donated 20 acres to Western Kentucky University to expand their program offerings for the residents of our region.
- 2008.
 - Served on the selection committee for Executive Director of USA Cares.
 - Served on the News Enterprise editorial board.
 - Partnered with the Kentucky Association of Manufacturers for a Commonwealth Forum on Workforce Development.
 - Partnered with the Kentucky Council for Economic Education on a grant to assist teachers in 15 school districts to teach economics and financial literacy.
 - Hosted an Economic Roundtable, composed of CEOs of local financial organizations.

2. BurtWalker.com

a. Background.

BURTWALKER.COM Is a business consulting company formed in 2008 by its founder Burt Walker. BURTWALKER.COM is a DBA of Burt & Teresa Walker Trust Investments, LLC, a holding company representing various financial interests of its principals. Mr. Walker retired from the U.S. Air Force in 1994 as a software engineer. He holds a BS in Data Management from the University of Albuquerque and a Master of Business Administration (MBA) from Troy University. Since his retirement from the Air Force he has served as a local businessman and been actively involved in community activities. He has served or is currently serving in various capacities with the following local organizations:

- Lincoln Trail Area Development District, Citizen Member for Hardin County
- Lincoln Trail Innovation Center, Board of Directors
- Elizabethtown Big Brothers Big Sisters, Board of Advisors
- Radcliff Chamber of Commerce, Board of Directors
- Elizabethtown Better Business Bureau, Advisory Board of Directors

- Radcliff/Vine Grove Community Leadership Program, Co-chair Economic Development Sessions
- Lincoln Trail Venture Group, Board of Directors

b. Experience

- 1975-1994. U.S. Air Force. Software Engineer and Program Manager for large scale software development initiatives in support of wartime planning, logistics, and systems analysis.
- Entrepreneurial Activities.
 - 1994-2005. President and co-owner of Financial National Electronic Transfer, Inc, Radcliff, Kentucky. Engineered a large scale bank software system in support of electronic payments for companies located throughout the country making it a leading national competitor in the electronic payment marketplace. Successfully grew the company on an average of 30 percent per year. Sold the company in 2005.
 - 2005-2008. Founded a real-estate development company, Burt & Teresa Walker Trust Investments, LLC, developing vacation home subdivisions in western North Carolina and northern Georgia.
 - 2005-2008. Founding member of the Lincoln Trail Venture Group.
 - 2005-2008. Founder and co-owner of Radcliff Development, Inc., a real estate development company in Radcliff, KY.
 - 2006-2008. Served on the Lincoln Trail Innovation Center advisory board. Served as a panel member researching the potential for a business accelerator in the Lincoln Trail region. Sought out and obtained strategic alliances with various local organizations and politicians.
 - 2007-2008. Jointly established an online apparel company, Nicthus.com, offering a new brand of Christian apparel.
 - 2008. Established BurtWalker.com, a business consulting company, specializing in writing business and marketing plans for start-up companies.
 - 2008. Established MyBlogInstead.com, a division of BurtWalker.com, as a business specializing in rapid development of inexpensive web sites with professional appearances for small companies.
 - 2008. Awarded a contract to develop a feasibility study and concept plan for a business accelerator in Radcliff, Kentucky, to serve as a regional business incubation center. Project completed in October, 2008

- 2004-2006. Founded and chaired a volunteer economic development organization known as Radcliff Matters. Radcliff Matters served as the principal economic development arm of the community of Radcliff through its parent organization, the Radcliff Chamber of Commerce. Radcliff Matters was instrumental in establishing Project ReStore, an initiative in Radcliff to assist local merchants in improving the appearance of their storefronts. This included collaborative efforts among local financial institutions, the Chamber of Commerce, and the City of Radcliff.
- 2005-2007. Architect of an innovative new operational plan for the Radcliff Chamber of Commerce. This included a major re-branding effort, a strategic plan, and an entirely new membership plan-- including the formation of the Board of Trustees, a new coordinated brand with the City of Radcliff, the North Hardin Economic Development Authority, and the Chamber of Commerce.

c. Experience of Mr. Morris Miller.

- As a founding member of the Lincoln Trail Innovation Center's Board of Advisors, Mr. Miller has been instrumental in the continued success of this entrepreneurial program. Mr. Miller has also demonstrated his abilities to administer, implement, and operate related programs as the architect for the current Entrepreneurial Academy of Excellence. Mr. Miller's background includes extensive business experience and community activities as follows:
- Community Activities (past and present)
 - Chester County, PA Conservancy, Board of Directors
 - Lincoln Trail Innovation Center, Advisory Board of Directors
 - Elizabethtown Country Club, Board of Directors
 - Boy Scouts Local Region, Finance Chairman
 - Lincoln Trail Workforce Investment Board, Member
 - Lincoln Trail Venture Group, Founder and Vice Chairman
 - Hardin County Water District #2, Commissioner
 - Global Granite and Marble, LLC, Board of Directors
 - Lincoln Trail Home Builders Association, Member
 - Tribute to Hardin County Veterans, Board of Directors

- Eagle Scout
- SAE Fraternity
- Business Experience
 - 1981-1986. Senior Vice President, WDS, Inc. NASDAQ, Philadelphia, PA.
 - 1986-1993. President and Principal, Software Development Corp, Philadelphia, PA.
 - 1993-1998. Senior Vice President, BHC Securities, Inc. Philadelphia, PA.
 - 1995-1998 President, BHCM Broker/Dealer
 - 1998-1999. Executive Vice President, FirstConnect Insurance Network, West Chester, PA
 - 1999-2002. Investor-Director, Direct Data Corporation, Valley Forge, PA.
 - 2002-2008. Founder and Principal, Stone Works, Inc, Riverside Construction, Inc., and MLM, Inc. Elizabethtown, KY.

3. Innovative Productivity Inc.

Innovative Productivity Inc. has operated the McConnell Technology and Training Center (MTTC), a U.S. Navy supported Center of Excellence, under a Federal contract since it was first established in 1993. IPI is a not-for-profit entity and the MTTC, by contract, is tasked to operate a regional training and consulting facility to:

MTTC has established an extensive network of government, industrial, and academic relationships for the purpose of accomplishing the above objectives. Many of these collaborations involve long-term commitments and on-going training in the areas of quality assurance programs, leadership & supervision, managerial improvement, and regional economic development. Services include skills development in the most current and relevant technical and business practices. This involves education of the regional workforce and/or implementation of the most recent quality standards (ISO, Lean, Six Sigma, etc.), supervision, entrepreneurship, project management, managerial leadership, regulatory environment, and organizational development. In addition, MTTC provides technical training to enhance government and industrial operations in the areas of construction, information technology, and small business development.

Community Outreach and Engagement - Innovative Productivity, Inc.

Outreach and engagement are essential skills for most business people, but especially for entrepreneurs. The strong association between the entrepreneur as a person and his or her business demands that entrepreneurs get out into the world and create and maintain professional relationships. As an entrepreneurial

organization, Innovative Productivity, Inc. was founded on, and continues to operate today, on the basic tenets of good, sound business: honesty, reliability, uncommon efforts, and service. IPI has an extensive history in not only the development of key strategic business alliances within Kentucky, but also the nurturing of those relationships.

Team Experience - MTTC

The core team of entrepreneurs, management consultants, quality engineers, and instructors at MTTC have a unique collection of academic credentials, real-world leadership, and a combined total of over 250 years of professional experience. All consultants and training specialists hold a minimum of a BS/BA degree and most hold advanced degrees in business, engineering, management, technical education, psychology, and/or organizational behavior.

Our professional development and training specialist staff have provided expert consultation and training for client leadership improvement, project management, quality implementation efforts, and technology enhancements. This includes executive planning, implementation support, assessment, and workforce training to achieve industry-recognized certifications. MTTC is known for customized support tailored to the unique needs of the organization with which it works and for its creative approach to training and development.

Over the last 15 years, MTTC has supported more than 1,000 organizations of all sizes in their efforts to continuously improve their technology, operational processes, and business management systems. This has been accomplished through the application of "Lean" concepts, Six Sigma, ISO 9000, ISO 14000, Information Technology Infrastructure Library (ITIL), project management, and computer technology training. MTTC industrial clients have recognized millions of dollars in savings from these efforts. In addition to achieving significant process improvements, client companies have also achieved human resource and leadership development outcomes that have produced an overall increase of organizational capabilities and competitiveness. Much of this has been due to the standardization of "best practices" processes and the use of facilitated continual improvement events.

MTTC training has allowed hundreds of individuals to change and advance their careers. Students from the civilian labor force, universities, defense contractors, veterans, and members from every branch of the armed services have taken advantage of the "hands-on" training and results-focused consulting that MTTC provides.

We are uniquely qualified to serve the regional workforce and businesses because of the diversity of expertise we provide. In addition, our non-profit status has lent itself to establishing credibility and trust with our clients. Through careful planning and focused effort, we have gained a GSA listing/contract and approval as a training provider from eight other government agencies. MTTC is represented in various chambers of commerce, the Society of Training and Development, the Kentucky and National Associations of Manufacturers, and the American Society of Quality. MTTC maintains an active and on-going partnership with the Business Opportunity and Workforce Development Center (BOWD) to train and develop Disadvantaged Business Enterprises (DBEs) and to train BOWD staff.

Workforce and Business Development Experience Timeline - MTTC

MTTC has been responding to workforce development training needs in the Kentuckiana region since 1993. The scope of this training spans a wide range of content topics and audiences, from foundational/entry-level to advanced/professional.

1995 – 1997: MTTC responds to the loss of formal tooling & machining training created by the BRAC mandate which closed Naval Ordnance Station, Louisville, KY. This base closure brought an end to a long-standing tooling & machining apprenticeship program in the region. At the urging of regional employers and members of the National Tooling & Machining Association (NTMA), MTTC established, marketed, and administered a tooling & machining training program in partnership with KCTCS, as a means to sustain a qualified workforce for this specialized industry. Once established, a representative of the local NTMA chapter assumed the responsibility of the on-going administration of the program.

1996 – Present: MTTC offers Computer Technology career training in response to the need for Information Technology (IT) professionals who are new to the career field AND to advance the skills of established IT professionals. Students earn industry-recognized certifications and in many cases, have the option to gain college credit hours for their successful completion of MTTC courses through an established agreement with KCTCS. To date, over 900 individuals have attended this training, including some who have begun their own computer repair/ tech support small businesses. Most graduates have entered the IT workforce with above-average salaries. MTTC's Computer Technology career training earned the approval or support from the following organizations:

- KY Approving Agency for Veteran's Education
- KY Department of Vocational Rehabilitation
- Greater Louisville Workforce Investment Board
- Indiana Vocational Rehabilitation Services
- Indiana Commission on Proprietary Education
- UAW/Ford
- Catholic Charities Refugee Services
- Jewish Family Vocational Services

1997 – Present: MTTC responds to improve Kentucky's ranking of 49th of 50 states for computer usage with the PC Essentials training initiative. With dedication to underserved or late-adopting populations across our region, MTTC continues to create new computer users by providing introductory computer training and equipment. To date, over 13,000 individuals have attended this training, and received refurbished computers with instruction available in both English and Spanish languages.

Soon after delivery of PC Essentials training began, an extended need for introductory computer training for small business owners was recognized. This recognition led MTTC to develop another course, PC Essentials for Small Business. Through this outreach to small business owners, MTTC has participated in numerous grant projects dedicated to small business and

entrepreneurial development; this includes two separate projects in partnership with the Entrepreneurial and Technology Center at Eastern Kentucky University. MTTC has trained over 5,900 people from over 230 organizations through more than 1,100 training events/activities associated with process or system design, development, implementation, assessment, monitoring and improvement in accordance with international management system standards (such as ISO 9000 and ISO 14000).

2000: Awarded a grant from the KY Technology Opportunities Program (TOP) for the Home Access to the Internet & Learning in Appalachia Project, to provide low-income families with home Internet access to literacy and workplace skills training resources.

2001 – 2004: MTTC conducts free “Starting IT” seminars and hands-on workshops at various locations throughout the region (Louisville, Radcliff, Southern Indiana) to introduce individuals to: the different IT career clusters; the nature of the work within those clusters; the required skills sets & educational credentials; local and national workforce forecasts; training path options; and Q&A with a panel of IT professionals.

2001 – 2002: Staff members receive and accept invitations by the Computing Technology Industry Association (CompTIA) to participate on two separate development committees: the curriculum development committee for the Server + certification, and the test validation committee for the Security+ certification exam. CompTIA is the leading global IT trade association with influence in all areas of the IT industry worldwide.

2002: MTTC’s reputation and experience with computer technology workforce development training leads MTTC to receive two grants totaling \$375,000 from the KY Governor’s Office of Technology. MTTC delivers IT certification training and establishes two community-based, computer support centers within economically depressed areas of Louisville, KY.

2003: Launched and administered an on-line learning portal which included over 250 technical, business, and management courses.

2004: Managed a team of individuals from the U. S. Navy, industry, and the Society of Protective Coatings (SSPC) to develop a training & certification course for surface applicators. This training is currently in use at U. S. Naval and commercial shipyards.

2005 - Present: MTTC provides innovative corrosion awareness training via web portal for military and commercial use.

2006 - Present - Through its Business Solutions Group, MTTC has provided executive coaching for senior leaders in a broad range of organizations in public non-profit, private for-profit, and private non-profit systems. These businesses have included the U.S. Navy, advertising, healthcare, higher education, manufacturing, and the food production industry. MTTC has conducted over 75 leadership and organizational development programs in the Kentuckiana area. Topics have ranged from strategic planning and change management to passionate performance and positive

discipline. Organizations with which we have worked include the U.S. Navy, KY Dept. of Military Affairs, advertising, healthcare, higher education, manufacturing, and the food production industry. MTTC conducted 96 Lean-Sigma events ranging from green belt training to improving hospital emergency departments & pharmacies. MTTC has provided this training to a broad range of organizations including manufacturers, Department of Defense, food processing, professional associations and healthcare.

2007 – Present: MTTC creates a partnership with the Federal Bureau of Investigation (FBI) and Today’s Woman Magazine to present free “Internet Safety” seminars throughout the region. The objective of the seminar is to educate the community about the potential threats which accompany Internet use and the related tools/strategies/resources available to mitigate these threats, with a specific emphasis on child protection.

2007 – Present: With support from the KY Transportation Cabinet (KYTC), MTTC designs and delivers customized training to meet entrepreneurial development needs of Disadvantaged Business Enterprise (DBE) firms so they may better submit bids, compete, and win state contracts. After delivering Fundamentals of Construction Estimating & Bidding and Fundamentals of Construction Project Management courses, MTTC is asked to deliver consultation and business assessments with each DBE. The two courses are eligible for semester-hour credit through KCTCS and two more have been proposed to KYTC. To date, \$18.3 M in contracts have been awarded to the participating DBE companies.

2008: MTTC delivers industry-specific training to the staff of a regional electronics repair company to develop their technical skills. On-going business assessment and consulting with DBE firms continues.

4. Western Kentucky University.

Western Kentucky University’s reputation and ability to perform in contracts such as this speaks for itself. However, it should be noted that WKU has demonstrated a high-level of commitment for this region with their continued investments in our communities. Additionally, WKU was recently awarded the contract for the Entrepreneurial Academy of Excellence, that was developed and implemented by a team of seasoned entrepreneurs and entrepreneur educators at the Center for Entrepreneurship and Innovation (CEI) at Western Kentucky University (WKU). This Project Team was composed of the Executive Director of the Center for Entrepreneurship and Innovation, the Director of the Center for Entrepreneurship and Innovation, two professors of Entrepreneurship, Chair of Management Department and others. These team members have been involved in developing and offering the entrepreneurship curriculum as a minor and this fall as a major as part of the business degree program at the WKU Gordon Ford College of Business.

Our principal contact for this contract is Ms. Juanita Bayless, Ed.D, Associate Dean of Extended Learning and Outreach. Ms. Bayless’ background includes a specialty in educational psychology for learning and development. She has also served as a founding member of the Barren County Board of Community Education, president of Rotary Club, and the Glasgow Chamber of Commerce Board of Directors.

II. PROJECT DESCRIPTION

1. Demonstration Project Objectives.

Following is a description of an application of the Lincoln Trail Applied Education Accelerator Model. We refer to this application as the Dynamic Business Accelerator.

1. The Dynamic Business Accelerator. The model we are proposing, referred to here as the LTADD Applied Education Accelerator Model (see following page for a graphic representation), will be implemented to demonstrate the concept of a Dynamic Business Accelerator as follows:

NOTE: Appropriate procedures will be followed to satisfy the Occupational Skills Training rules as promulgated by the WIA.

Using the EAE model for educating prospective entrepreneurs, establishing a viable task oriented environment, and assuring a pipeline of knowledgeable candidates for established demand presents an exciting opportunity. This model must be transportable, sustainable and scalable in an efficient and timely manner. An achievable structure suggests three components: Advanced Entrepreneurship, Focused Education, and Functional Workspace Facilities. The LTADD Applied Education Accelerator Model will address these elements as follows:

a. Advanced Entrepreneurship

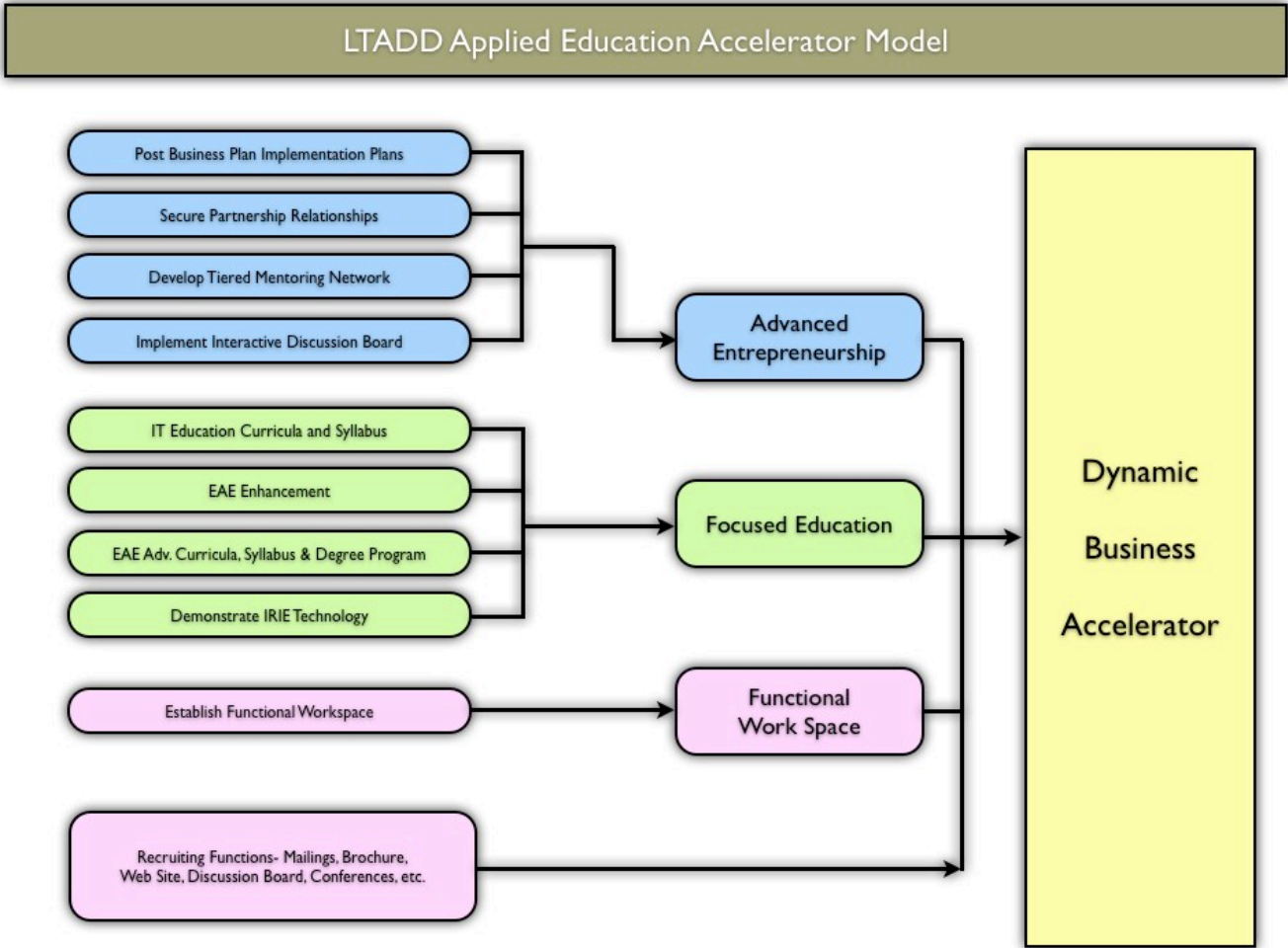
The EAE is responding to the appetite of LTADD residents to develop new ventures by providing the fundamental requirements of starting, managing and nurturing a new enterprise. The extension of the EAE to respond to those initiatives that present an attainable business model and require the requisite steps to generate adequate capital to execute the business plan, require the establishment of an Advanced Entrepreneurial Academy of Excellence capability. The EAE is committed to the inclusion of a committed local mentoring community with a tiered support structure based on specific business need, the implementation of a Wired65 network of knowledgeable resources, and active partnerships with task-related organizations willing to share industry specific skills and experience to assure the continued success of this effort. The EAE is actively promoted with processed color 1/4 page ads in local newspapers and through 60 second radio ads with the leading stations in each targeted area. Participants in EAE may elect a course of study to achieve a certificate or pursue a degree through the WKU School of Business.

b. Focused Education

We can only assure the availability of employable personnel through a deliberate educational process. It is acknowledged that the Ft. Knox based Human Resources Command will require a continuing pool of IT knowledgeable resource. Granted; the region cannot initially supply an adequate supply of personnel but this demand will continue due to retirements, relocations, advancements to other locations and other conditions. Working closely with the Human Resource Command at Ft. Knox to identify their current and future requirements, a relevant and focused course of study will be developed to

assure an educated supply of local candidates. Other areas within Wired65 may require different disciplines to address their growth demands, therefore this component must be readily transportable, scalable, and affordable.

LINCOLN TRAIL APPLIED EDUCATION ACCELERATOR MODEL



Utilizing available technology, an equipped classroom with a post-secondary institution arrangement can deliver an Interactive Remote Instructor course of study comparable to the traditional on-campus regimen. A representative example of this approach, using WKU as the provider, is the proposed

Interactive Remote Instructor Education (IRIE) described below:

Interactive Remote Instructor Education

WKU IRIE

IRIE is a training solution that blends traditional classroom instruction, with state of the art remote classroom technology and a corroborating, Focused Education Internet site. Classes via IRIE are live, hands-on, and entirely instructor-led within a traditional classroom atmosphere. The curriculum and the instructors teaching the classes are exactly the same as the WKU campus training. The difference is that students receive all the benefits of a traditional training class from the convenience of a local classroom facility.

Students Will:

- View the Instructor's presentation and demonstrations.
- Listen and participate interactively.
- Get immediate assistance from the instructor.
- Perform all labs.
- Review physical copies of course material.

How Does it Work?

1. All course materials are provided at the local classroom and the Focused Education Internet site.
2. Students have dedicated PCs assigned to them pre-loaded with all course content.
3. Students connect their dedicated PCs via the WKU standard Internet connection.
4. All students interact with the instructors and ask questions at anytime.
5. Students view the remote instructors via an interactive mode for presentations and demonstrations.
6. The instructor can view and respond to students at any time to aid in labs and offer assistance.
7. All testing requirements are provided locally in real time mode.

IRIE Overview

This unique approach leverages interactive technologies to provide the full classroom experience to any remote classroom location. Training is delivered in the standard instructor-campus training format.

Students see and hear the instructor's lecture with all presentations, demonstrations and whiteboard work, as well as perform lab activities via the audio-visual facilities. Students communicate with the instructor, the classroom proctor and other students as in a typical campus classroom. The instructor communicates with the class and individual students and their computer in a real time mode.

The Student Experience:

- The same familiarity of instructor-led classroom-facilitated training.
- The instructor's presentation, desktop, demonstrations, and whiteboard works just like it would for a campus student.
- Full conversational capabilities with the instructor and other students attending the class.
- Labs are conducted during the class time with the required assistance from the instructor.
- The total class size is limited to the same number of students as the normal instructor-led classroom, and classes may have both local and remote students in attendance.
- The instructor can monitor student progress and provide assistance when needed.
- Students will receive all course-required materials.
- Students receive accreditation via the participating institution.

In concert within the IRIE, the availability of a dedicated Focused Education Internet site will support the curricula developed for each participating area within the LTADD to facilitate a relevant and focused course of study. This site will provide introductory material by course, suggested study topics, course objective examples, links to relevant course related sites, and content as directed by the appropriate post-secondary institution.

As an integral component of the LTADD Applied Education Accelerator Model, IRIE is quickly transportable to any location with requisite technology, classroom facility and equipment. The IRIE academic provider can be any post-secondary institution with the technology to interactively support the local classroom. IRIE is scalable, sustainable and significantly reduces the direct educational costs. A product of this effort will be a demonstrable IRIE classroom.

c. Functional Work Space Facilities

The accelerator should provide office space in predefined increments with furniture, technology and communication tools, office equipment, conference room, one-on-one counseling, technical advice, and other facilities at a predetermined cost to the entrepreneur's enterprise. Preliminary discussions with WKU concerning available space at the Radcliff campus suggest a willingness to organize an arrangement to domicile the start-up accelerator activity at that location. An element of this effort will be a continuation of these discussions to formulate an operational plan to achieve this objective. The development of a recruitment strategy to attract Work Space clients is an essential component of this Model. To assure a logical path for sustained growth, discussions with the North Hardin Industrial Authority to acquire property at the Mill Pond Industrial Park have been very productive and will be continued. Additionally, a functional layout will be designed to illustrate the composition of the proposed facility, its work space and common space environment in conjunction with WKU facilities.

2. Replication of Model. The flexibility of the LTADD Applied Education Accelerator Model allows the replication of the three primary elements individually - EAE - Focused Education (IRIE) -Functional Work Space Facilities - in any order based on demand and financial support while assuring the scalability and sustainability of each active element. As an example, Nelson County may elect to implement the IRIE and focus on Medical Services education via a remote classroom in Bardstown, KY and the EAE in Nelson County while developing funding sources for Work Space Facilities at a future date.

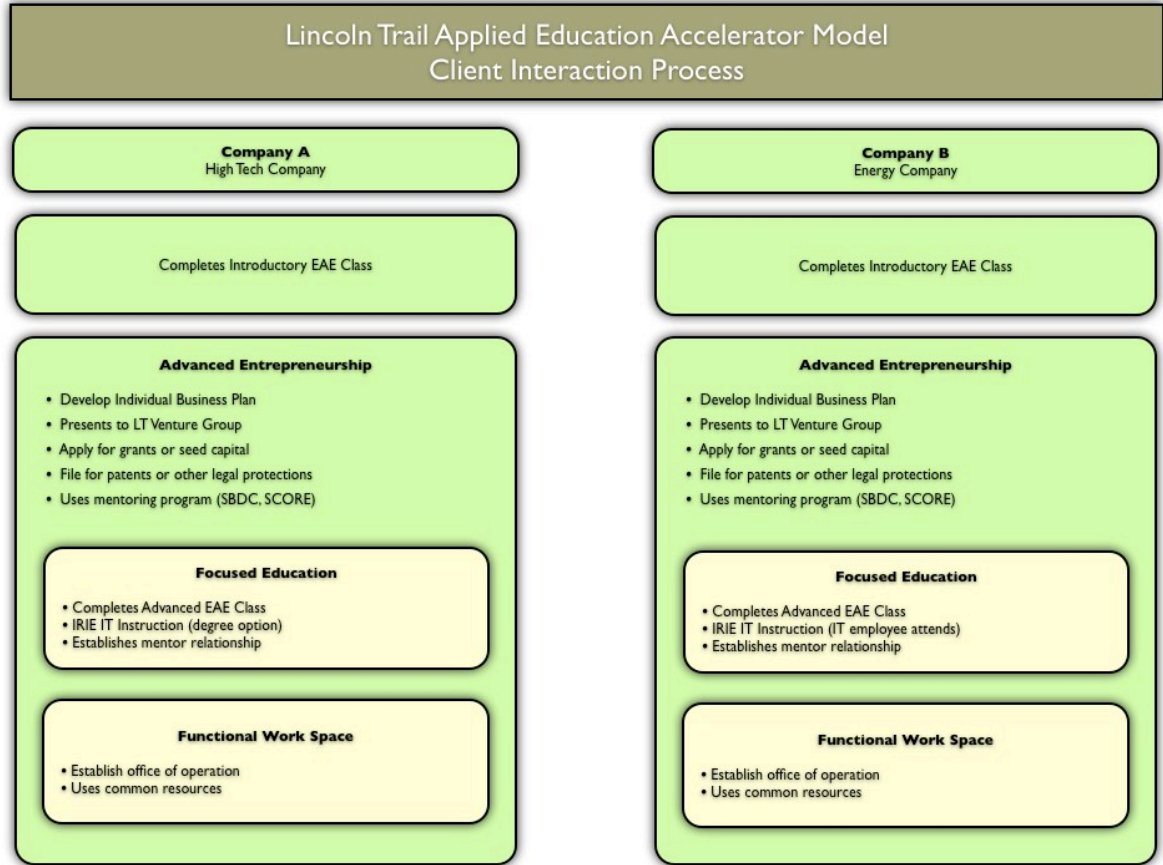
3. Model Sustainability. The LTADD Applied Education Accelerator Model generates a self-sustaining flow of success. The Introductory EAE educates potential entrepreneurs to utilize the Advanced EAE to formulate a business plan, apply for grants and pursue seed capital, file for applicable legal protections, rent accelerator Functional Office Space, continue their IT education within the accelerator Focused Education facility until the enterprise expands beyond the LTADD Applied Education Accelerator Model.

Interested individuals attend the Focused Education IT courses and develop the appropriate skill set to satisfy the personnel demand of the HRC. They later attend the Introductory EAE and move on to the Advanced EAE and formulate a business plan, apply for grants and pursue seed capital, file for applicable legal protections, rent accelerator Functional Office Space and continue their employees IT education within the accelerator Focused Education facility until the enterprise expands beyond the LTADD Applied Education Accelerator Model.

Another potential entrepreneur attends the Introductory EAE and the Advanced EAE to formulate a business plan, apply for grants and pursue seed capital, file for applicable legal protections, rent accelerator Functional Office Space, but their mission is not IT but has an IT component whose employees continue their IT education within the accelerator Focused Education facility until the enterprise expands beyond the LTADD Applied Education Accelerator Model.

See next page for graphic illustration of the client interaction model.

CLIENT INTERACTION MODEL



4. Recruiting. Recruiting will take the form of that established by the EAE in promoting its introductory level classes for entrepreneurship. Specifically, that includes advertising in regional newspapers, radio advertisements, brochures, and public service announcements. Additionally, a unique, web site, dedicated to the Dynamic Business Accelerator will be established for both informational, registration, mentoring, and networking purposes.

5. Public Education. Public education will take four forms.

- Seminars. Two seminars will be hosted within the Lincoln Trail region designed to educate community and business leaders of the importance of business accelerators, how they operate and, and how they will contribute to the local economy.
- Roundtable Forums. We will facilitate three roundtable events with the focus being the importance of entrepreneurial efforts with respect to economic development. The roundtable events will be hosted by a panel of experts and a keynote speaker. The speaker will be a reputable economist or business educator with experience and knowledge of this field of study.

- Entrepreneur Boot Camps for Aspiring Young Entrepreneurs. This will provide four, three hour seminars aimed at entrepreneurial activity for high-school and college students. Target goal will be 100 students. Follow up for attendees will be four one hour remote sessions (using WebEx), using 10 minute presentations by local entrepreneurs, followed by 10 minute Q&A, and 20 minutes for student presentations of their ideas. This product will be developed and implemented by Kentucky Student Ventures Corporation (aside for administrative and travel expenses, this is offered by KSVC as an in-kind contribution for matching funds).
- Focused Education Pilot Class. A 20 hour course for entrepreneurs requiring knowledge of contracting with governments and other organizations.

6. Mentoring and Networking. Mentoring and networking will be provided to clients through several avenues. First, volunteer instructors, as demonstrated in the EAE project will offer free mentoring services to clients on an as needed basis. The tiered structure occurs at various levels of participation for clients. Initially, their mentoring is obtained through relationships established with instructors and practitioners used in the classroom environment. Subsequent levels occur through referrals to resource partners such as Kentucky Innovation Centers, KSBDC and SCORE identified during the demonstration phase. Finally, mentoring occurs directly from staff associated with the Dynamic Business Accelerator. Network opportunities will be presented to clients through introductions to venture firms, chambers of commerce, and seminars hosted by the accelerator and other organizations. In the demonstration period of performance of this contract, clients will be given the opportunity to present their business proposals to the Lincoln Trail Venture Group. The web site will include a forum feature that includes discussion groups allowing clients to interact with instructors, mentors and other staff.

The mentors developed in the ECTC EAE sessions include: Arnold Meyers, Rick Kueber, Jim Hatcher, Pat Hatcher, Jim Fugitte, Matt Hess, Danny Hutcherson, Dewayne Johnson, Ben Larue, Jim Long, Bob Crawford, John Scott, Ted Stiles, Todd Davis, Casey Jenkins, Lisa Williams. Additional mentors will be developed from the next 3 session locations. It is anticipated that the initial EAE sessions in the 4 locations will present a roster of over 40 mentors within the LTADD. In addition, SCORE has committed their services to structure an Internet based 7/24 mentoring support as an adjunct to the Accelerator web site.

SCORE currently provides remote interactive mentoring through their network of retired executive volunteers. This is facilitated through the SCORE web site and is provided at no cost to the clients. This project will engage SCORE to further enhance this opportunity through a facility provided through the Dynamic Business Accelerator web site, which will include direct mentoring of accelerator clients. For demonstration purposes, we will identify several SCORE mentors who have experience in a variety of information technology businesses, introduce them to the accelerator web site mentoring module, and facilitate the mentoring process with test clients.

Visit www.MyBlogInstead.com/dynamicaccelerator for a mockup of this web site. Note that this is merely a mockup and will require significant additional work to become operationally suitable.

DYNAMIC BUSINESS ACCELERATOR WEB SITE MOCKUP

LINCOLN TRAIL
home : about : contact : partners : forum

DYNAMIC BUSINESS ACCELERATOR



Accelerate With Us

The Latest

- WORK SPACE
- TECHNOLOGY
- LEARN

Learn



We have the region's best learning environment for entrepreneurship. Give us a call to learn more about our unique program geared toward people who've dreamed of owning their own business, but don't know where to start. We offer introductory, intermediate, and advanced classes on entrepreneurship.

Technology



Our principal focus is on information technology, so if you have a business idea, or if you've already started a technology business that needs a little edge, we want to meet you and help you grow.

Work Space



Need a place to have a meeting to impress your clients. We have facilities that will allow you to have meetings, initiate teleconferences, access high speed internet, and most of the other amenities you would expect in a professional work environment.

IRIE

Learn in our state-of-the-art educational facilities. Using our Interactive Remote Instruction Education. You'll have experts on real time video teaching entrepreneurial classes from fundamentals to advanced techniques. It's just like the instructor is in front of you. Ask questions and get answers. Who cares if the instructor is in Louisville, Bowling Green, or Lexington?

Entrepreneurship

So, you thought you had to be born with it, didn't you. Not so. The fundamentals of entrepreneurship can indeed be learned. With us, you'll learn from experts from people with hands-on, practical experience. Yes, that's right. People who've actually done it themselves. They can teach you what to do and what not to do.

Information Technology

Our principle focus is on information technology businesses. If you've got a technology idea or even if you've got a small business started, we can help you move to the next level through our educational, mentoring, and networking tracks. Let us give you that extra edge you need to launch your business into the business you always knew it could be.

Advanced Mentoring

With our staff and our outstanding resource partners, we've established one of the most advanced mentoring programs available. That means we'll introduce you to people who can help you with business plans, patent applications, prototype development, intellectual property, etc. You won't find this kind of help anywhere else. Let us show you how mentoring can help.

5. Mentoring and Networking. Mentoring and networking will be provided to clients through several avenues. First, volunteer instructors, as demonstrated in the EAE project will offer free mentoring services to clients on an as needed basis. The tiered structure occurs at various levels of participation for clients. Initially, their mentoring is obtained through relationships established with instructors and practitioners used in the classroom environment. Subsequent levels occur through referrals to resource partners such as Kentucky Innovation Centers, KSBDC and SCORE identified during the demonstration phase. Finally, mentoring occurs directly from staff associated with the Dynamic Business Accelerator. Network opportunities will be presented to clients through introductions to venture firms, chambers of commerce, and seminars hosted by the accelerator and other organizations. In the demonstration period of performance of this contract, clients will be given the opportunity to present their business proposals to the Lincoln Trail Venture Group. The web site will include a forum feature that includes discussion groups allowing clients to interact with instructors, mentors and other staff.

B. Partners and Relationships.

It is our intent to forge formal partnership relationships with the following organizations as a precursor to a fully functional business accelerator. These will be established as resource partners.

1. Kentucky Small Business Development Center (KSBDC). The KSBDC in Elizabethtown is operated by the University of Kentucky and services a 10 county area consisting of Breckinridge, Grayson, Green, Hardin, Larue, Marion, Meade, Nelson, Taylor, and Washington counties. The KSBDC provides consulting and training services that help existing business owners and potential entrepreneurs succeed. Their services include: one-on-one management consultations, training workshops, market research, loan packaging help, assistance with financial projections and information needed to make informed business decisions. Although the KSBDC does not concentrate exclusively on start-ups, they do provide the same services to entrepreneurs and thus offer services to assist them in starting new businesses. The KSBDC believes there would be synergies between them and an accelerator program.

2. Lincoln Trail Entrepreneurial Academy of Excellence. In May, 2008, the Lincoln Trail Area Development District issued a request for proposal (RFP) for establishing an educational pre-cursor for local business accelerators. According to the RFP, "We are looking to make the next evolutionary commitment in the entrepreneurial arena - the establishment of small business accelerators in the region." The contract was awarded to Western Kentucky University who will administer the development of and operation of a formal educational track of entrepreneurial classes geared toward new and existing entrepreneurs in the region. Additionally, they are to provide peer mentoring, partnerships with other organizations, one-on-one counseling, and workshops on common business tasks. The funding for this project in the amount of \$400,000 was provided from a \$5 million grant received under the Wired 65 initiative.

3. Service Core of Retired Executives (SCORE). In 2008, SCORE established an office in Elizabethtown. SCORE is a non-profit organization dedicated to providing assistance to small business owners for no fee. They have 389 chapters throughout the United States and have over 11,500 volunteers. They provide free counseling and low-cost workshops for entrepreneurs. Their services range from helping with business plans, business operations, access to capital, and mentorship. As a resource partner, they can offer invaluable services to clients with respect to business mentoring, business plans, etc.

4. Lincoln Trail Venture Group. The Lincoln Trail Venture Group was formed in 2004 as a for-profit organization. It is a group of local angel investors committed to investing in companies that have potential for growth in our region. It currently has over 30 members and hosts meetings and luncheons where local entrepreneurs give presentations to solicit investors from the membership. In 2008, the group began having monthly luncheons, all of which have been heavily attended. The luncheons usually include one or two primary presenters and allow for a small number of "elevator pitches" from individuals who are seeking investment for start-up endeavors. The Venture Group can offer substantial networking opportunities for any accelerator clients through their monthly luncheons, presentations, etc.

5. Lincoln Trail Innovation Center. As part of the South Central Region of the Kentucky Innovation and Commercialization Center, headquartered in Bowling Green, it serves a six county area including Hardin, Breckinridge, Grayson, Meade, Taylor, and LaRue counties. The center opened in 2003 and since that time has interviewed over 250 potential entrepreneurs and processed over 70 applications for grants of \$25,000 or more from the state. Thus far, grants have exceeded over \$375,000, primarily used to fund business plans, patent applications, and prototype development. Most recently, a grant of \$750,000 was awarded to Wind Energy Corporation. Offering help with business plans, prototypes, patent applications, and grant applications will be an ideal resource for accelerator clients.

6. Hardin County Schools. Hardin County School Superintendent indicated that the initiative melded well with new initiatives in the Hardin County School system. They are implementing a "career pathways" program which includes a technical track to orient high school students toward technical careers. A tie-in with an accelerator intern program will fit in nicely with that program. The superintendent indicated a high degree of interest with respect to establishing intern and/or coop programs for the students.

7. North Central Education Foundation. The North Central Education Foundation (NCEF) has identified itself as a stakeholder in this initiative since the idea was originally formulated. It is intensely interested in pursuing an ongoing relationship with the business accelerator, for purposes of promoting economic growth and the opportunities for expanding post-secondary educational opportunities. As respondents to this RFP, the NCEF has demonstrated its obvious desire to play a key role in the business accelerator process. The study recommended that the Foundation become a sponsor of the business accelerator.

8. North Hardin Economic Development Authority (NHEDA). Because the principle purpose of establishing an accelerator in our community is to promote economic development, a natural organization would be NHEDA.

9. Western Kentucky University. Western Kentucky University is sometimes referred to as “the most entrepreneurial post-secondary institution in Kentucky.” They have consistently demonstrated a willingness to invest in innovative approaches to education and research, including the WKU Small Business Accelerator in Bowling Green and the Center for Regional Development in Radcliff. With approximately 20 percent of accelerators being affiliated with universities and WKU investing heavily in entrepreneurship and innovation, a WKU sponsorship is an excellent fit. Additionally, WKU has demonstrated their commitment. Need more info on the following two:

10. Western Kentucky University Small Business Accelerator. The WKU Small Business Accelerator is an outstanding example of a successful operation and serves as an ideal model for an accelerator in Hardin County.

11. Kentucky Student Ventures Corporation. KSCV is a Kentucky non-profit corporation that develops and encourages the entrepreneurial skills of Kentucky high school and college students in order to create and operate successful student-run small businesses.

C. Project Administration.

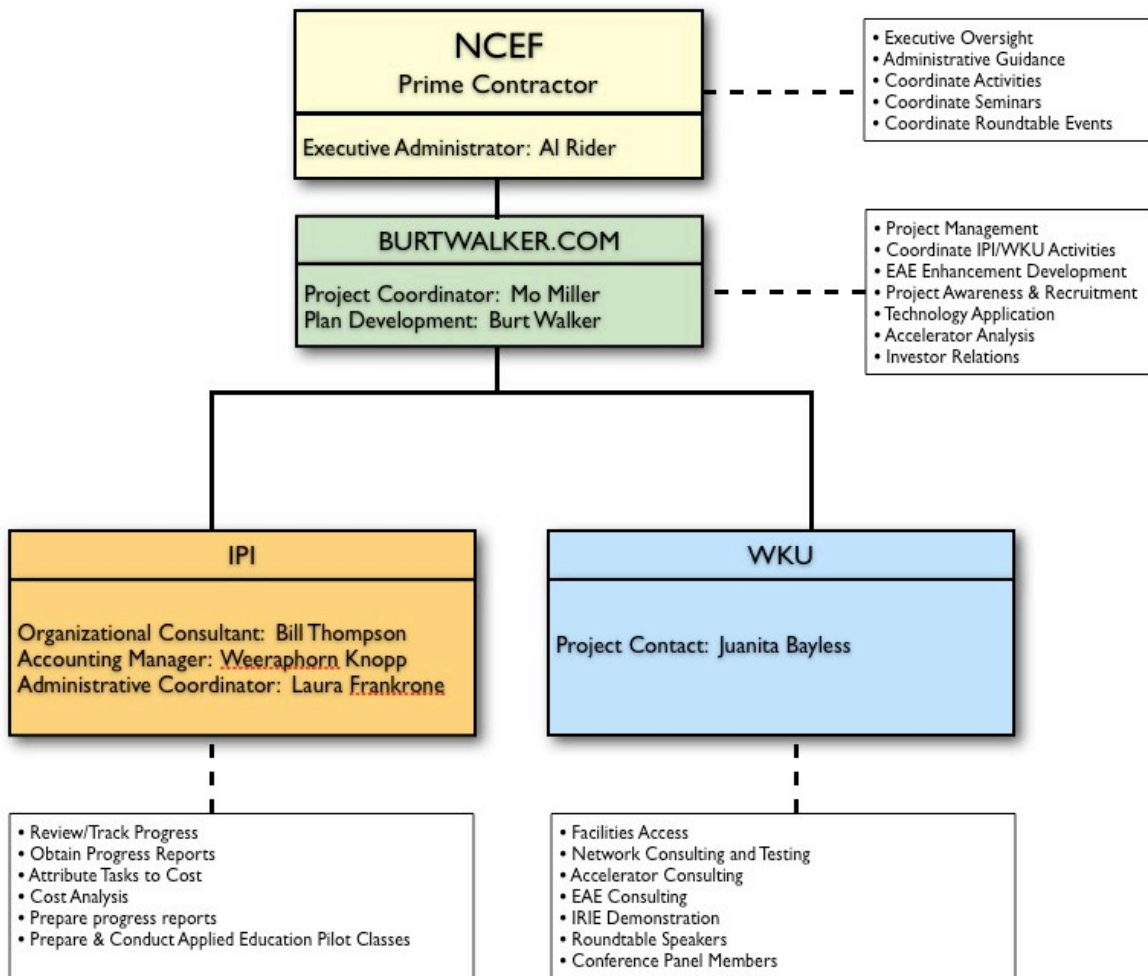
The chart below shows the organizational structure and primary functions of each contributing contractor. As prime contractor, NCEF will oversee the entire project through executive and administrative guidance and coordinating activities, seminars, and roundtable events.

BURTWALKER.COM will perform the project management function, coordinate activities between all contractors, and perform various other functions such as EAE enhancement development, project awareness and recruitment, technology application, accelerator analysis, and investor relations.

IPI will perform all contract management functions and conduct the pilot applied education function.

WKU will provide facilities and assist with demonstration of IRIE, help coordinate roundtable forums and provide speakers for those forums, and assist with technology applications.

ORGANIZATIONAL CHART



2. Internal Controls. Internal control and contract administration functions will be provided by IPI. This will include receiving invoices, verifying work done, attributing work to various budget categories, etc. Additionally, each of the team members will be required to maintain meticulous records with respect to hours spent on the project, expenses incurred, etc. These records will be maintained on a spreadsheet by all parties performing work and submitted to the designated agent with each invoice.

3. Staff Qualification. Reference Section I.B.

4. Availability. Project team members have confirmed their availability for the necessary time needed to accomplish the proposed tasks.

III. PROJECT TIMELINE

1. Progress Meetings (WIB)

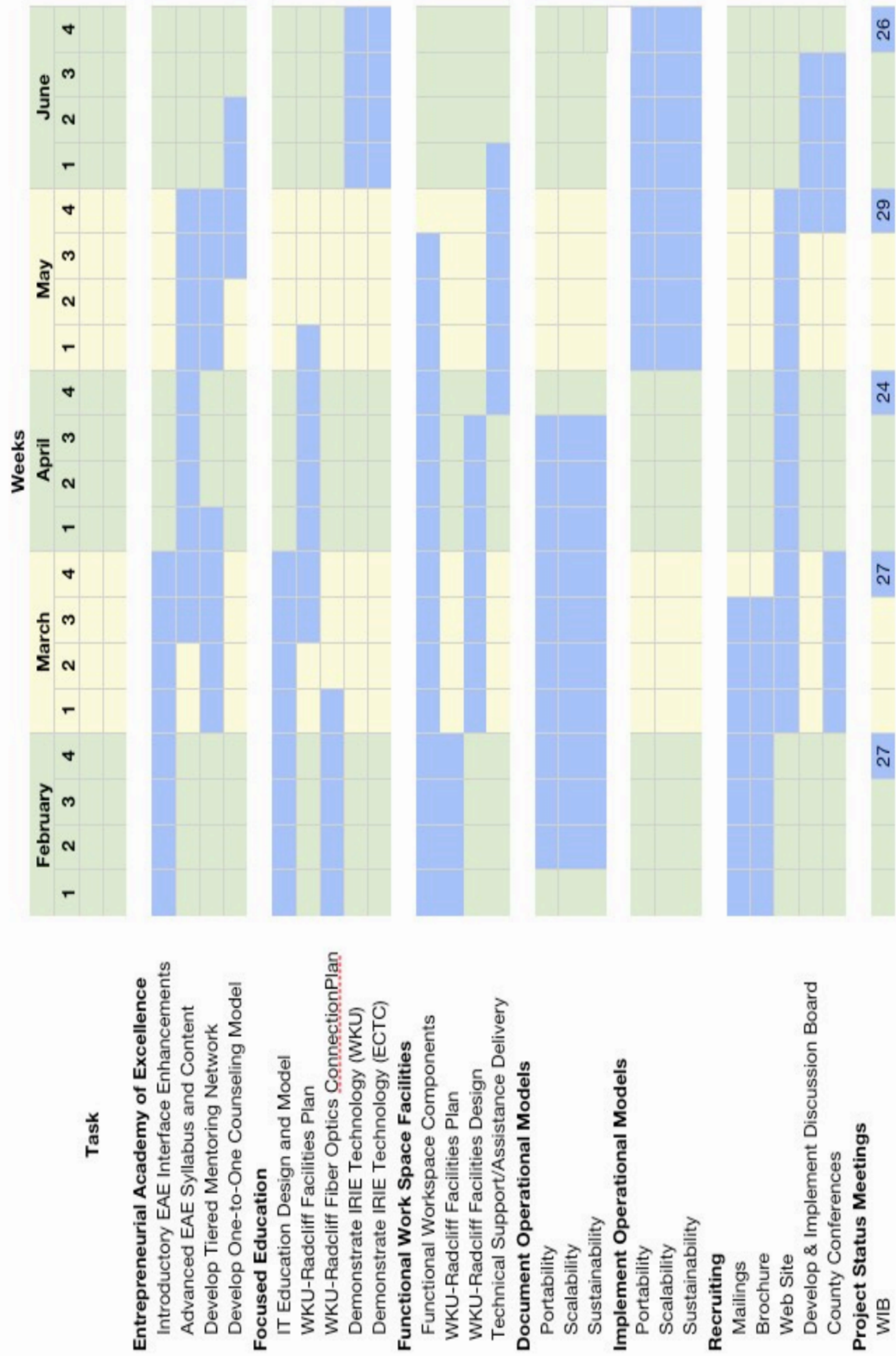
The NCEF Project Team will provide written monthly status reports to the LTADD Workforce Investment Board on a date acceptable to the LTADD WIB. Each status report will provide a summary of activities to date and detail of the activities for the current month. The detailed monthly report will include the specific accomplishments by the NCEF Project Team to meet the objectives and deliverables of the LTADD Applied Education Accelerator Model as outlined in the RFP.

b. Timeline Diagram. See chart PROJECT TIMELINE on the following page.

Dynamic Business Accelerator

LTADD Applied Education Accelerator Model

GANNT CHART



IV. PROJECT BUDGET

PROJECT BUDGET									
TASK	PARTY/ACTIVITY	ORGANIZATION	DESCRIPTION	COST	QUANTITY	HOURS	RATE	TOTAL	CATEGORY
PROJECT OVERSIGHT									
ADMIN	CONTRACT MAINTENANCE	IPI	REPORTING		1		\$4,851	\$4,851	
	BURTWALKER.COM	BW.COM	REPORTING			60	\$80	\$4,800	
	WKU	WKU	REPORTING			20	\$250	\$5,000	
	NCEF	NCEF	EXEC OVERSIGHT			30	\$250	\$7,500	
LEGAL	ATTORNEY	SB&W				30	\$250	\$7,500	
		PARA LEGAL				15	\$75	\$1,125	
		SECRETARY				15	\$12	\$180	
								\$30,956	
PROJECT AWARENESS & MAILINGS									
	DRAFT CONTENT	BW.COM				16	\$80	\$1,280	
BROCHURE	DRAFT CONTENT	BW.COM				32	\$80	\$2,560	
WEB SITE									
CONFERENCES	ARRANGE FACILITIES	BW.COM				120	\$80	\$9,600	
	DEVELOP AGENDA	BW.COM				24	\$80	\$1,920	
	ARRANGE SPEAKERS	BW.COM				24	\$80	\$1,920	
	CONDUCT CONFERENCES	BW.COM				32	\$80	\$2,560	
	PREPARE ADVERTISEMENTS	BW.COM	3 PPL, 2 EVENTS			18	\$80	\$1,440	
	PUBLICIZE EVENTS	BW.COM				16	\$80	\$1,280	
		VENDOR	NEWSPAPER			16	\$435	\$6,960	
			RADIO 60 SECONDS			90	\$27	\$2,457	
ECONOMIC ROUNDTABLES									
	ARRANGE FACILITIES	NCEF	1 PERS, 3 EVENTS			9	\$250	\$2,250	
	COORDINATE SPEAKERS	WKU	1 PERS, 3 EVENTS			9	\$250	\$2,250	
		NCEF	1 PERS, 3 EVENTS			9	\$250	\$2,250	
	CONDUCT EVENT	WKU	1 PERS, 3 EVENTS			9	\$250	\$2,250	
		NCEF	1 PERS, 3 EVENTS			9	\$250	\$2,250	
		WKU	1 PERS, 3 EVENTS			9	\$250	\$2,250	
	PREPARE ADVERTISEMENTS	BW.COM				16	\$80	\$1,280	
	PUBLICIZE EVENTS	VENDOR	NEWSPAPER 1/4 PAGE			20	\$160	\$3,200	
VISIT TO ST. LOUIS									
	AIR FARE	VENDOR				2	\$500	\$1,000	
	HOTEL					2	\$200	\$400	
	MEALS					12	\$50	\$600	
VISIT TO BOWLING GREEN									
	TIME SPENT	BW.COM	2 PPL, 16 HRS			32	\$70	\$2,240	
		2 CARS	MILES			180	\$0.80	\$216	
	TIME SPENT	BW.COM				16	\$80	\$1,280	

OTHER TRAVEL	NCEF			8	\$250	\$2,000	
	BW.COM	MILES	\$0.60	500		\$300	
							\$57,993
EAE ENHANCEMENTS	BW.COM			110	\$80	\$8,800	
INTRO EAE ENHANCEMENTS	BW.COM			180	\$80	\$14,400	
ADVANCED EAE SYLLABUS	BW.COM			140	\$80	\$11,200	
DEVELOP TIERED MENTORING						\$5,000	
ENTREPRENEURIAL BOOT CAMP	KSVC						
APPLIED EDUCATION PILOT	IPI					\$2,800	
	IPI			20	\$225	\$4,500	
MATERIALS	IPI			50	\$125	\$6,250	
STUDENT ASSESSMENTS	IPI			36	\$52	\$1,872	
INSTRUCTOR	IPI					\$870	
TRAINING COORDINATION	IPI			20	\$125	\$2,500	
TRAVEL	IPI			120	\$80	\$9,600	
PUBLICITY	IPI			20	\$250	\$5,000	
ONE-TO-ONE COUNSELING	BW.COM						\$72,792
	SCORE			20	\$250	\$5,000	
TECHNOLOGY COMMITMENT	WKU			20	\$250	\$5,000	
IRIE	BW.COM			30	\$80	\$2,400	
INTERACTIVE REMOTE	BW.COM			30	\$80	\$2,400	
PUBLIC NETWORK ACCESS	WKU			8	\$250	\$2,000	
EQUIPMENT	BW.COM			16	\$80	\$1,280	
	VENDOR			2	\$1,000	\$2,000	\$15,080
ACCELERATOR ANALYSIS	BW.COM			120	\$80	\$9,600	
LEGAL & OPERATIONAL	BW.COM			40	\$80	\$3,200	
IT EDUCATION & DESIGN MODEL	WKU			16	\$250	\$4,000	
WKU-RADCLIFF FACILITIES PLAN	BW.COM			30	\$80	\$2,400	
WKU CONNECTIVITY PLAN	WKU			24	\$250	\$6,000	
DEMONSTRATE IRIE (WKU)	BW.COM			30	\$80	\$2,400	
	BW & MM			40	\$80	\$3,200	
	WKU			12	\$250	\$3,000	
WKU RADCLIFF PLAN	BW.COM			80	\$80	\$6,400	
TECHNICAL SUPPORT PLAN	BW.COM			48	\$80	\$3,840	
DOCUMENT	BW.COM			40	\$80	\$3,200	
	BW.COM			40	\$80	\$3,200	
	BW.COM			40	\$80	\$3,200	\$53,640
INVESTOR RELATIONS							

ESTABLISH RELATIONSHIPS	SEED, ANGEL, VENTURE,	BW.COM	24	\$80	\$4,000	\$4,000
PROJECT STATUS						
MEETINGS WITH RADCLIFF		BW.COM	36	\$80	\$2,880	
		NCEF	18	\$250	\$4,500	
MEETINGS WITH LTADD		BW.MM	36	\$80	\$2,880	
		NCEF	18	\$250	\$4,500	
			2,053			\$14,760
		GRAND		\$249,221	\$249,221	\$249,221

MATCHING FUNDS & CONTRIBUTIONS

TASK	PARTY	DESCRIPTION	QUANTITY	HOURS	RATE	TOTAL COST
STRATEGY/PROGRESS SESSIONS	CITY OF RADCLIFF MAYOR, COO	2 PPL, 1 HR/WK, 20 WKS	40		\$250	\$10,000
STRATEGY/PROGRESS SESSIONS	NHEDA, EXEC DIR	1 PER, 1 HR/WK, 20 WKS	20		\$250	\$5,000
RADCLIFF OFFICE	WKU	OFF SPC 5 MONTHS	144		\$15	\$900
RADCLIFF COMPUTER LAB	WKU	OFF SPC 5 MONTHS	600		\$30	\$7,500
ECTC CAMPUS	WKU	CLASSROOM	600		\$30	\$7,500
SPEAKERS	WKU	3 SPEAKERS, 4 HRS, 3 EVENTS	3	12	\$1,100	\$39,600
DEVELOP MENTOR PROGRAM	SCORE	5 PPL, 6 HRS/WK, 20 WKS	5	120	\$250	\$150,000
CONSULTING	CENTRAL REGION ICC, DIR	1 PER.	1	40	\$250	\$10,000
ENTREPRENEURIAL BOOT CAMP	KENTUCKY STUDENT VENTURES		2	42	\$250	\$21,000
COORDINATE ROUNDTABLE EVENTS	ADVANCED STRATEGIES, LLC		9	9	\$250	\$2,250
SPEAKING	ADVANCED STRATEGIES, LLC		1	3	\$1,100	\$3,300
TOTAL MATCH						\$257,050

V. PROPOSAL AUTHORIZATION

The following signatures authorize the submission of this proposal.

_____	_____
Al Rider President & CEO North Central Education Foundation, Inc.	Date

_____	_____
Burt Walker Principal BurtWalker.com DBA	Date

_____	_____
Ray Zavada President Innovative Productivity Inc.	Date

_____	_____
Juanita C. Bayless Associate Dean, Division of Extended Learning and Outreach Western Kentucky University	Date

VI. LETTER OF SUBMISSION

Ms. Sherry L. Johnson, Associate Director
Lincoln Trail Area Development District
P.O. Box 604, 613 College Street Road
Elizabethtown, KY 42702-0604

January 20, 2008

Dear Ms. Johnson,

It is my pleasure to submit this proposal for your Request for Proposals (RFP) issued on December 22, 2008, titled BRAC-WIRED DEMONSTRATION PROJECT, Entrepreneurial Business Accelerator. The North Central Education Foundation (NCEF) has been actively involved in promoting education and economic growth in this region since 1960. We have consistently demonstrated that investments in education and local economic development significantly improve the quality of life in our communities. We believe this initiative fits precisely within our charter and is an ideal fit for continued efforts to help guide our region through this exciting time of growth.

NCEF is currently involved in various activities that relate to this project. Representing our local region and NCEF, I have served on both the BRAC Task-force Education Subcommittee and the WIRED65 Initiative Steering Committee which has kept me informed of the needs of our region and the institutional planning efforts for this region. NCEF has partnered with Innovative Productivity, Inc (IPI), Western Kentucky University (WKU), and BURTWALKER.COM to prepare and develop our proposed plan. IPI operates the McConnell Technology and Transfer Center and has been involved in various related activities and has demonstrated a clear propensity to work on projects of this nature. WKU offers several opportunities that relate to entrepreneurial efforts in this community. They too have demonstrated a high degree of interest in this area with their recent substantial investment in Hardin County. As the author of the recent feasibility study for a business accelerator in our region, BURTWALKER.COM brings a depth of knowledge concerning business accelerators that cannot be found elsewhere in our region.

NCEF is excited about this opportunity to contribute with an innovative approach to embracing entrepreneurial efforts in our region. Our plan will demonstrate the project can be replicated in a sustainable fashion throughout the WIRED65 region. Specifically, our proposed solution will establish the *Lincoln Trail Dynamic Business Accelerator* which is based on what we refer to as the LTADD Applied Education Accelerator Model. This model is transportable, sustainable and scalable and is defined by three components: 1) The advanced entrepreneurship, 2) an education facility to focus on defined demand by area, and 3) the availability of fully functional office and technology services for viable emerging enterprises.

An attainable, exciting, rewarding objective for the Wired65 region, the leadership by the LTADD, and the many communities that will benefit by the LTADD Applied Education Accelerator Model, will fully justify this investment by the LTADD.

I am confident you will find the enclosed proposal meets the desired requirements in the RFP. I will be happy to provide any clarification if necessary, so please feel free to contact me with any questions you might have.

Sincerely,

Al Rider
President & CEO

RESPONDENT INFORMATION:

1. North Central Education Foundation, Inc.

306 West Dixie Avenue.
Elizabethtown, KY 42701

Contact: Al Rider
Phone: (270) 737-8393
Fax: (270) 737-8393
Email: ncedfdn@bbtel.com

Chairman of the Board: Dennis Parrett
P.O. Box 7
Cecilia, KY 42724
(270) 765-4565

Vice Chair: D. Dee Shaw
P.O. Box 550
Elizabethtown, KY 42702
(270) 26800616

Secretary/Treasurer: Tommy Turner
209 W. High Street
Hodgenville, KY 42748
(270) 324-2881

Legal Status: Non-profit corporation
Date Organized: May, 16, 1960
Federal Employer Tax Identification Number: 61-6035002
Principal Location: 306 W. Dixie Ave, Elizabethtown, KY

LTADD Relationships:

Tommy Turner is a member of the LTADD Board of Directors serving in his capacity as Judge Executive of Larue County.

2. BurtWalker.com (DBA of Burt & Teresa Walker Trust, LLC)

119 Dana Way
Vine Grove, KY 40175

Contact: Burt Walker, Principal
Phone: (270) 304-5044
Fax: (775) 665-9443
Email: burt@burtwalker.com
Legal Status: Limited Liability Company
Date Organized: January 14, 2005
Federal Tax Identification Number: 20-2161285
Principal Location: 119 Dana Way, Vine Grove, KY

Contract Employee: Morris Miller
71 Forest Spring Dr,
Elizabethtown, KY 42701
(270) 737-1415

LTADD Relationships:

Burt Walker. Member of LTADD Board of Directors from 2005-2007 as a citizen member. Resigned in December 2007 due to conflicts of time with his business initiatives.

Morris Miller. Current Member of LTADD Workforce Investment Board. As a contract employee of BurtWalker.com, Mr. Miller has agreed to recuse himself from the WIB for purposes of this project or he may resign from the WIB, if that is required to avoid a possible conflict of interest.

3. Innovative Productivity, Inc.

401 Industry Rd, Suite 500
Louisville, KY 40208

Chair: Mike Seale
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Legal Status: Non-profit corporation
Date Organized: March 2, 1993
Federal Tax Identification Number: 61-1237362
Principal Location: 401 Industry Rd, Suite 500, Louisville, KY 40208

4. Western Kentucky University

Given their public nature, their notoriety, and their size, we believe the board information, legal status, and related information is unnecessary for this proposal. Please advise if you require any additional specific information.

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