

Center for Entrepreneurship
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PRESS RELEASE

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SMALL BUSINESS INSTITUTE

FOR IMMEDIATE RELEASE

November 1, 2009
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AFFORDABLE CONSULTING FOR SMALLER, FAST GROWTH BUSINESSES

California State University, Fullerton's Small Business Institute (SBI) invites business owners to apply to our award-winning, student consulting program. It is a win-win process with a proven track record. Business students get to apply advanced business skills, and business owners benefit from new ideas and a fresh look at their business. The student consulting teams are graduating seniors or MBA candidates. They work under the close supervision of their experienced faculty expert. The students make recommendations for success, and prepare a report that the business owner keeps. All work is confidential. To date, CSUF's student consulting program has served over 1,577 Orange County firms. Student teams have won many national awards. Call or write: Small Business Institute; Management Department; California State University, Fullerton; Fullerton, CA. 92834-9480, Tel. (657) 278-3464, FAX (657) 278-7858, EMAIL: entrepreneurship@fullerton.edu.

Students work in teams of three to six. They provide consulting services over a twelve-week period to Orange County Firms ("cases"). A faculty member closely supervises the students. The student team generates new ideas, new data and new systems for participating companies. John Bradley Jackson, Director of the program, explains the benefits, "The students have a fresh perspective and no axe to grind. As a result, business owners find their observations thought provoking. Often the team's work inspires profit improvement." The program has hundreds of testimonial letters on file from satisfied clients. Oren Langston, president of Aire Rite Air Conditioning and Refrigeration Inc., speaks for many. "The students were a pleasure to work with and gave us some essential insight into critical issues facing our company. We also received some much needed information that we will be implementing immediately. I would highly recommend the program for the educational experience for the students as well as its benefits to the small business community."

CSUF's SBI has won many awards. It won the 1996, 1998, 2001, 2004, 2005 and 2008 National Graduate Small Business Institute Case of the Year Award from the Small Business Institute Director's Association (SBIDA), placed second in 2006, placed second in 1999 and 2002 in the undergraduate division, placed first in the undergraduate comprehensive division in 2000 and won 1997, 1999, 2001, 2003 and 2009 Regional honors for both graduate and undergraduate casework (Top five in the Nation). Members of this association represent over two hundred major colleges and universities.

The purpose of the SBI is to strengthen the small business sector of Orange County's free enterprise system through increasing the effectiveness and impact of small business teaching, consultation, and research at the University. The principal way the SBI does this is by offering student consulting to smaller, fast growth businesses in Orange County. The students work like apprentices, closely supervised by a select group of experienced faculty experts and are graded on the practical results they achieve for the client. It is a win-win process where all those involved gain a better appreciation of what it takes to succeed in Orange County's challenging small business arena.

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