

For Immediate Release

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NxLevel: "Helping Entrepreneurs Reach the Next Level of Success"

"Economic impact begins when one person with an idea becomes self-sufficient, reaches the next level of success, and begins hiring others."

Michael C. Finnerty, President/CEO, NxLevel

With the current struggling economy and high unemployment rate in the US, one of the most promising areas for development rests with those willing to explore the entrepreneurial spirit. It could be the silver lining for those who have lost jobs, a timely opportunity for entrepreneurial souls to venture out into the area of small business. With the support and educational materials created by The NxLevel® Education Foundation, in cooperation with community partners, business development can – and will -- happen.

The NxLevel® Education Foundation is a non-profit organization 501©(3) whose mission is to help entrepreneurs reach the next level of success. NxLevel serves as an entrepreneur-training network to support and strengthen small businesses and promote economic development. The organization is dedicated to educating people, from those inspired with an idea to current business owners who desire a review and upgrade in their business practices. With the philosophy of, "Learn it tonight, use it tomorrow," NxLevel® has become the premier entrepreneurial training program in the United States.

NxLevel® was founded in 1994 through a sponsorship by the US West Foundation at the University of Colorado in Denver amounting to \$6 million over six years, half a million of which went toward the development of the five core programs. A team of 18 writers – unique individuals from a variety of disciplines including academics, entrepreneurship, and small business ownership – was assembled and given the task of creating a comprehensive curriculum on best practices for small business and business plan development. The result consists of manuals and workbooks entitled Entrepreneur, Start-Up, Going Global, Buzz on Biz, and Micro. The material was revised and updated in September 2010 and includes the launch of Spanish translations. NxLevel® is now also available on line for those who cannot participate in a live class.

Michael C. Finnerty, the President/CEO of NxLevel® since 2002, is a third generation entrepreneur whose family has successfully run their businesses for nearly a century. In addition to his entrepreneurial experience, He holds a Bachelors Degree in Finance and a Masters in Business Administration. Most recently, he earned a Masters in Education emphasizing adult learning, which has guided the development of the techniques included in the certification training required for all NxLevel® instructors.

The Training Network of NxLevel® includes the United States, American Samoa, Puerto Rico, Canada and Mexico. More than 200,000 entrepreneurs, aspiring entrepreneurs, and small business owners have completed NxLevel® courses in hundreds of communities.

The training itself is given in a 3-hour class once a week for 10-15 weeks, depending on the course. Classes center on areas such as planning, marketing, business negotiations, an understanding of financial statements, and more. Each week, NxLevel® attendees have the opportunity to listen to and question an array of guest speakers (lawyers, bankers, CPAs, successful entrepreneurs, etc.) who will lend their expertise in special areas of business operations. While the ultimate goal is the completion of a comprehensive business plan, participants also leave class with new critical thinking skills, which lead to key strategic actions in the development of their business practices.

Currently, a focus is being placed on seeking collaboration and partnership with organizations that address the needs of veterans transitioning into civilian life, with faith-based organizations, with Goodwill Industries (whose mission, as we know, is to provide training to individuals who have barriers to entry into the traditional workplace) – basically, any organization seeking to improve their local economy and assist individuals with real world information.

For anyone interested in finding out more or how to get involved at whatever level – funding partner, student, trainer, host agency, or simply to purchase the training materials – please contact Donna Criswell, Marketing Director, at donna@nxlevel.org.

With NxLevel®'s track record of inspiring and informing business owners for nearly two decades all around the country, their curriculum is set to take the business of entrepreneurship to higher and higher levels of success, nourishing the seeds of small business where a large portion of the future of economic growth undeniably lies.

Ken Civelli, a NxLevel Participant, InfernoFoods.com, whose table seasonings just won awards at the ZestFest 2011, shared this about NxLevel® :

To say "being an entrepreneur is not easy" is clearly an understatement. The everyday challenges we face regarding business decisions, marketing & sales, accounting, technical savvy, government regulations and the list goes on and on. Having been through NxLevel® training has truly helped me to have a better understanding (reality check) of what is expected of myself and how I can handle all these aspects of starting and running a business. The training and support I received has provided me with the ability to have a clearer vision of my goals and the proper steps in which to take in planning and implementing my strategies, where I can find the support and help I need, as well as a wonderful networking atmosphere.

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