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A Perfect Pairing

While Brian Mason was enjoying his job as a consultant providing infrastructure improvement guidance for businesses, he had other dreams in mind.



He hoped to someday have his own consulting business, and leverage his expertise in the small business market. Being a focused strategic planner, he knew he would need a business plan and discovered the SBDC Entrepreneur Training Program (ETP).

He enrolled in the June 2009 class. During his ETP class, he interacted with and helped his fellow students, drawing on his professional background. His help was well received and on target.

Just six months later, Brian used the business plan he created during class, and launched his own consulting business, Productivity Matters, LLC.

The SBDC was impressed with Brian's grasp of ETP fundamentals and interaction with students. Consequently Brian was hired as an ETP facilitator/coach for the class, and has since been involved in several more ETP classes.

He has also served as an ad-hoc counselor for the SBDC to help existing business owners who need assistance moving their businesses forward. He continues to receive accolades for his work.

"With the SBDC, an entire team of advisors and experts are in their client's corner supporting them in numerous ways," Brian says. "The benefit is a greater degree of confidence in the plans and strategies I take on in my own business. The immediate connections and networking available through the SBDC has truly been a valuable resource."

Small Business Development Center

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