



## CERTIFICATIONS, HONORS AND AWARDS

LeScot has been the recipient of numerous awards, honors and citations. A partial list of such awards appears below.

- Lifetime Certified Master Consultant (CMC) by BREI
- Certified Economic Developer by the International Economic Development Council (CEcD)
- Certified Instructor by the NeighborWorks Training Institute
- 2000 Atlanta Minority Business Advocate of the Year



## ORGANIZATIONAL MEMBERSHIPS / AFFILIATIONS

- Georgia Women's Business Council Board
- Georgia Economic Development Association
- Business Retention and Expansion International
- International Economic Development Council
- Small Business Administration Strategic Outreach Task Force
- Georgia Electronic Commerce Association Digital Divide Working Group Committee Chair
- Small Business Administration Regional Small Business Advocate Judge



## WHY USE LESCOT ENTERPRISES?

If you are having problems getting down to business, let LeScot Enterprises help you get on track to success.

LeScot offers effective, responsive and economical business assistance with a personal, yet professional touch. Founder and CEO Art Brown has 30 years of experience, ranging from construction and manufacturing to retail and government/corporate procurement, that not only enables his firm to identify solutions to a wide array of problems but also help with implementing those solutions.

As a long time associate of Georgia Tech's Economic Development Institute, Art has acquired the skills and expertise to work with a variety of organizations seeking extensive solutions to their problems. As a consulting operation, LeScot distinguishes itself with the ability to quickly identify a problem and offer state-of-the-art solutions at a competitive price.

LeScot's goal is to cost effectively build profitable organizations through a solid foundation of business, marketing and economic development expertise.

### LESCOT'S CORE CAPABILITIES

TRAINING, SEMINAR  
AND OTHER  
COMMUNICATION  
ASSISTANCE

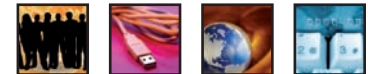
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BUSINESS, MANAGEMENT  
AND TECHNICAL ASSISTANCE

•  
ECONOMIC DEVELOPMENT  
ASSISTANCE

•  
MARKET DEVELOPMENT  
AND REPRESENTATION  
ASSISTANCE



## TRAINING, SEMINARS AND OTHER COMMUNICATION- RELATED ASSISTANCE SERVICES



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## TRAINING, SEMINARS AND OTHER COMMUNICATION-RELATED ASSISTANCE

LeScot excels in providing a variety of training and communications assistance. LeScot is currently piloting a very successful Internet Marketing workshop focusing on how to use the internet and other e-commerce tools to help companies identify and market their products and services.

LeScot's assistance in these areas follows it's highly successful business assistance development expertise. Specific communication and writing services include:

### ENTREPRENEURSHIP

- Business Planning
- Entrepreneurial Marketing Strategies
- Starting Your Business



### MARKETING

- Marketing/Strategy Planning
- Advertising, Promotion and Merchandising Techniques
- Practical Marketing Techniques
- Advertising Media Selection
- Designing Surveys/Questionnaires
- Internet Business Marketing



### ECONOMIC DEVELOPMENT

- How to Develop an Existing Industry Program
- Encouraging Economic Development Through Existing Industry
- Implementing Local Business Retention and Expansion Programs



### PROCUREMENT

- Introduction to Government Procurement
- Socio-Economic Contracting Opportunities
- Central Contracting/PRO-Net/Phoenix Database Registration
- Identifying, Developing, and Generating Procurement Opportunities in the Commercial/Industrial/Government Marketplace



### MANAGEMENT

- Basic Management Analysis
- Preparing Data, Charts and Graphs



LeScot has a successful track record of providing specific assistance in this arena. Experience includes:

- Assisted with developing grant proposals for the Georgia Department of Industry, Trade and Tourism
- Conducted very successful training session for the Carolinas Minority Supplier Development Council

- Provided entrepreneurship and business retention and expansion training for the International Economic Development Council

### CLIENT TESTIMONIAL

*“Of all the session's held, Art Brown's workshop was the best!”*

Julian Brown  
Executive Director  
Carolinas Minority Supplier  
Development Council