

## **The 1st Annual Great American Small Business Challenge Inspires Entrepreneurs**

*Small business owners are registering early to take the 1st Annual Great American Small Business Challenge. Participants will receive free software, training and support to help them gain the essential leadership skills needed to turn their business into a rewarding, profit generating enterprise.*

September 13, 2008 (FPRC) -- -- Small Business owners and Entrepreneurs are registering early to take the 1st Annual Great American Small Business Challenge, which is a year long event starting January 1, 2009. Registered Challenge participants will have access to free online business development software, training and support which they can use to build their organizational infrastructure, define their business strategies and develop an action plan that will prepare their business for rapid growth.

The GASBC is part of a collaborative effort between corporate and non-profit sponsors and participating Small Business Development Centers(SBDCs). The Challenge is meant to inspire small business owners to gain the skills that will help them feel more optimistic, confident and energized about their business.

Small Business owners who participate in the Challenge, will have the opportunity to earn awards and recognition based upon the progress that they make during the Challenge. Awards are achieved when certain milestones in the business development process are reached. So, even business owners that register after January 1st, will still have plenty of time to WIN an award (Bronze, Silver, Gold and Platinum).

Through the generosity of sponsors, Challenge participants can also receive product discounts, qualify for special offers and receive other prizes. Sponsors will have a direct link on the GASBC web site and will have their product information featured in the monthly GASBC e-newsletter that will be sent out to all participating Small Business Development Centers (SBDCs) and Challenge participants.

"This is a win-win for our sponsors," states Jean Kulig-Tucker, National Director. "They can capitalize on the opportunity to get their products and services directly in front of their target market. And, at the same time, help many small businesses who will benefit tremendously from using their products and services."

For more information on how small business owners can register online for the Challenge or how companies can Sponsor the GASBC or publicize the event to encourage more small business owners to participate, please visit The Great American Small Business Challenge web site.

### **Contact Information**

For more information contact Jean Kulig-Tucker of The Great American Small Business Challenge (<http://www.thegreatamericansmallbusinesschallenge.com>) (877) 642-1907 +2

**Keywords**

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