



Gregory G. Goettsch

Chief Executive Officer
Business Resource Systems, Inc. and
Business Technology Support, Inc

Gregory G. Goettsch is an intense and passionate student and teacher of small business with over 30 years of experience. He has been self-employed for over 25 years with proven profitability and sustainability. He is currently co-founder and Chief Executive Officer of Business Technology Support, Inc. His company is the sixth largest web development company in northern Colorado. His current client base includes fifty companies for whom web sites have been developed, ranging from the Garden Centers of Colorado to the Historical Society of the Tenth Judicial Circuit. His company's revenues demonstrate an annual growth of fifteen percent.

Before establishing Business Technology Support, Inc. in 1997, Greg founded seven for profit companies and one non-profit organization. Each of these organizations started with just a few individuals and were self-funded, often for less than \$20,000. Greg has taken his small business experience and has become an innovator of small business development and training in Colorado.

Greg's achievements have been recognized through SCORE as an accredited counselor, chair person of the marketing committee, and a liaison with the Colorado district office of the Small Business Administration. In addition, he is a former advisor to Mi Casa, which focuses on small business development for minority women. He also co-founded the Longmont Small Business Association in northern Colorado. Greg has received acknowledgement as a co-recipient of the SBA Women In Business Advocacy award in 2004, which recognizes key business leaders in a six-state area. He is currently involved in developing a training program for small businesses as a collaborative effort with the Carbon Valley Chamber of Commerce, located in one of the five fastest growing counties in the nation.

While serving in the U.S. Navy, Greg started his global travels during the Viet Nam war era. This experience provided him with the opportunity to work with culturally and ethnically diverse people who cooperated together to accomplish mission-critical tasks.

Greg was a marketing and operational consultant for small businesses in the 1980s with a focus on companies having fewer than 50 employees. He has done marketing and operational consulting work for an international company with annual revenues of \$180 million. He has been a principal partner in two civil engineering firms. Through innovative account management and training of a sales force, he has significantly increased regional sales and profits for client companies.

His company, Business Resource Systems, Inc., is partially modeled after a private/public project in Charleston, SC that took place in the mid-1990s. The Charleston project existed due to a Naval base closure. Greg took a keen interest in this beta project because it created successful businesses and jobs. He completed a detailed system analysis which included interviewing the key team members of the project. The team members freely shared their successes and failures. Most importantly, they shared what they would do differently and how the system could be transferred to other areas of the country that are experiencing the closure of military facilities. The result of this project is at the end of five years, 75% of the graduates who started new companies were still in the viable businesses.

Greg combined the project success of Charleston with a detailed study of a highly successful small business development program here in Colorado. To this unique mix of innovative processes, he then incorporated the 200 plus in-depth interviews with start-up company entrepreneurs and over 25 years of personal small business experience to arrive at the Biz Right Systems model.

These companies have sustained ongoing profitability and job creation for their communities. In recent years, the development of small business, combined with screening and training of potential entrepreneurs, has become Greg's passion. He has successfully partnered with university professors, community leaders and government agencies. As he has described the concepts, philosophy and the written curriculum, he has been invited to pioneer the Biz Right System.

The fundamental objective of the Biz Right System is to provide a training and coaching system that creates successful businesses which create jobs and can be replicated across the nation. All Biz Right System components are and will be monitored by a specific, performance-based schema.