

**2011 Tallahassee MatchMaker
10 Secrets of Profitability Workshop
May 19, 2011**



10 Secrets of Profitability:

In this seminar you will learn how easily it is to improve the profitability with 10 techniques to make your business more efficient. Some of the things covered will be the importance of reducing costs, customer service and how to identify great employees.

Speaker: Dr. Jerry Osteryoung; Florida State University, Jim Moran Institute for Global Entrepreneurship.

Brief Bio of Dr. Jerome S. Osteryoung

Dr. Osteryoung is the Director of Outreach Services of the Jim Moran Institute for Global Entrepreneurship in the College of Business at Florida State University, the Jim Moran Professor of Entrepreneurship (Emeritus); and Professor of Finance (Emeritus). He was the founding Executive Director of the Jim Moran Institute and served in that position from 1995 through 2008.

Dr. Osteryoung received an undergraduate degree in Industrial Engineering from Georgia Tech, an MBA from the University of South Florida, and his doctorate from Georgia State University. He consults with entrepreneurs throughout the State of Florida. Over the last fifteen years, he has directly assisted over 3000 entrepreneurs.

He has written eight books, including in 2003 the book [So You Need to Write a Business Plan](#) (which is available on Amazon.com). [Jerry's Recipes for Success – an Entrepreneurial Cookbook](#) (published January 2004) is a compilation of 100 of his best articles along with commentaries from entrepreneurs. His new book (2010) with Tim O'Brien is entitled, [If You Have Employees, You Really Need This Book!](#) This book is an Amazon Best Seller

Dr. Osteryoung has written over 60-refereed articles on entrepreneurial and finance subjects, and has written a weekly article on entrepreneurship (over 500) for the [Tallahassee Democrat](#) and these are syndicated in at least 6 other newspapers since March of 2001. Additionally, Dr. Osteryoung is a columnist for [Inc Magazine](#).

Dr. Osteryoung is Past President of Sunrise Rotary and is a 10 time Paul Harris Fellow. Additionally, he is a member of the both the Bequeath Society and the Paul Harris Society.

He is Past President of the Board of 211 Big Bend (local and state crisis hot lines) and has served as a crisis counselor at 211 Big Bend, contributing over 900 volunteer hours