Introducing The Business Acceleration Site in Enka
Welcome to the Business Acceleration Site in Enka, or as we like to call it, The BASE, an integral part of A-B Tech Community College. We are excited about being able to share the opportunities and services offered at The BASE with the business community.

The new name encompasses all we do and all we offer. The word “base” represents a foundation, support, a place where people start, where they return, where they begin a journey and where they connect with people for direction, advice and common purpose.

The BASE is the supporting layer for business needs in Western North Carolina. It is designed to provide a foundation for entrepreneurial ventures, business incubation and workforce development through our facility and services.

Our facility includes the Center for Technology and Business Incubation and houses space for events, meetings, classes and conferences. The BASE delivers training, seminars, classes, incubation and even one-on-one business counseling.

If you have a thriving business, a new business or even just an idea for a business, the BASE should be your destination to guide you to success. We encourage you to contact any of our helpful staff and visit abtech.edu/base for more information.

Sincerely,

Marilyn McDonald
Strategic Business Development Officer

We support enterprise and innovation. We see the potential in all.

FROM THE ADMINISTRATION

Marilyn McDonald
Strategic Business Development Officer

Shelley White
Senior Executive Director, Economic & Workforce Development / Continuing Education

Pictured: Marilyn McDonald & Shelley White
A BASE IS A FOUNDATION, A SUPPORT, A PLACE WHERE PEOPLE START, WHERE THEY RETURN AND WHERE THEY CONNECT FOR DIRECTION, ADVICE AND COMMON PURPOSE.

A-B Tech Community College’s Business Acceleration Site in Enka, or The BASE, is a hub for business advancement, providing education, training, and a foundation for entrepreneurial ventures, business incubation, and workforce development. The BASE is a place to start, a place to grow, and a place to connect. Located on Sand Hill Road in Enka, fifteen minutes from downtown Asheville, the multi-facility BASE also houses a mid-size conference center that is open to the public for event rental.

On October 23, 2000, BASF chemical corporation donated nearly 37 acres and three buildings to A-B Tech to establish the satellite site in Enka. Key offerings at The BASE’s Small Business Center now include one-on-one business counseling, small business and student incubation programs, workforce development, continuing education offices, training programs, and Blue Ridge Food Ventures, which operates the nation’s first shared-use natural products kitchen. Some of the services offered at The BASE, including continuing education classes that are conveniently offered throughout A-B Tech’s service area, take place at off-site locations. At the Haynes Conference & Training Center, two large conference spaces with adjoining catering kitchens, as well as smaller breakout spaces, are available for rent. The space is used for events ranging from conferences to job fairs. The BASE is a resource for entrepreneurial enrichment.
Need to train your staff? As part of our Economic and Workforce Development initiative, we perform training sessions on-site at your facility or on The BASE at A-B Tech. Our expert instructors can tailor class content to meet your organization’s strategic goals.

The Economic & Workforce Development/Continuing Education division supports lifelong learning and economic advancement through hundreds of classes and training programs. Continuing education courses are offered in a wide variety of disciplines, from financial wellness to website development to creative writing. And we offer training for manufacturing, emergency medical services, and more. Business owners can benefit too from consultations, assessments, and employee job trainings. We offer customized or standard curriculum training for your employees at The BASE or at your facility. A-B Tech has multiple locations across our service area and offers multiple times and dates for classes and trainings, as well as online courses, allowing you the convenience of learning on your schedule.

Want to gain lifelong skills that will improve your quality of life? Looking to expand your business, but need help navigating the growing pains? Seeking tailored job training for your employees? A-B Tech wants to help you succeed, because when individuals succeed, our community thrives.

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“We’ve customized employee trainings for businesses from Mission Health to Goodwill Industries. We are out in the community giving consultations and assessments to business owners.”

— James Lee
Workforce Outreach

“A-B Tech’s training programs provide us with the competitive advantage in the global business environment.”

— Mike Keenan
Human Resources Manager
Eaton Electrical

Find out how we can help. Call (828) 398-7923 or visit us online:

abtech.edu/ce
Wishing to launch an entrepreneurial venture or grow a small business? The SBC at The BASE is part of a statewide Small Business Center Network, a community college-funded initiative that supports entrepreneurship, small businesses, and economic development in local communities, with particular emphasis on assisting start-ups, early stage, and at-risk enterprises. In other words, we aim to increase the number of viable businesses across the state by providing high quality, accessible assistance to small business owners, which, in turn, leads to job creation and retention. The SBC accomplishes this by serving as a community-based provider of education and training, free, confidential counseling (yes, we did say free), and by making valuable connections for local entrepreneurs and small business owners.

Understanding that knowledge is power, the SBC provides over 100 free or low cost seminars and workshops each year that address a range of topics, from how to maximize social media to navigating the maze of human resources regulations to accounting basics. (See A-B Tech’s Continuing Ed catalog for a list of offerings.) The SBC also serves as one of four International Training Centers across the state designated to provide educational programs to businesses exploring growth through international trade.

TO SCHEDULE AN APPOINTMENT
Call 828-398-7950
Register Online at abtech.edu/sbc

“I believe that The BASE is one of the reasons that we have such a vibrant entrepreneurial business community in Asheville and Buncombe County.”

– Jim Oliver
Founder AvL Technologies, see article on page 8
A strong foundation is integral to creating a successful business. From training to counseling to production or office space, The BASE at A-B Tech Community College gives you the tools and support you need to succeed.

**BREAKING GROUND: BUSINESS INCUBATION PROGRAM**

Featuring AvL Technologies

A multi-million dollar company with offices abroad and a client list that stretches across the globe, AvL Technologies manufactures transportable parabolic antennas for satellite communications used in the television broadcast industry, emergency services, as well as government and military. The company’s antennas connected the American Red Cross at Ground Zero after 9/11, provide remote broadcast signals for major networks including the BBC, and are utilized by the White House Communications Agency and most branches of the U.S. military. Despite the high profile jobs, the company’s headquarters are still in Asheville, and the Business Incubation Program at The BASE is to credit for helping founder Jim Oliver gain a firm foothold from which to launch his company.

Oliver founded AvL Technologies in his basement in 1994. By 1998, he was ready to move from “entrepreneur” to “company” and became one of the first participants of the Business Incubation Program at A-B Tech. After one year of incubation, AvL Technologies had four employees, and took up residence in the River Arts District. In 2010, the company moved into its current 55,000-square-foot facility in Woodfin and now employs nearly 200 people.

“Help during the first year of business for a small company is so pivotal; the out-of-pocket costs suddenly seem huge and controlling cash flow is always the biggest challenge,” says Oliver. “An entity like the incubation site provides so much: a place for readily available business advice, a synergistic interface for many early growth companies, and physical sites for offices, production, warehouse, and laboratories – all things that help small businesses grow from entrepreneurship to real companies.”

**BUILDING A FRAMEWORK: BUSINESS INCUBATION PROGRAM**

Featuring CFO Consultants

"Why did I use the Business Incubation Program at The BASE?"

"When I began my financial management business, I had no contacts, no revenue, and no business plan. Participating in the incubation process gave me access to professionals and business leaders in a wide range of industries that helped guide my decisions, access to classes that improved my business skills, and a group of peers which shared growth and cost-saving ideas. My past and present involvement in the Small Business Center continues to have a dramatic impact on my company, and I recommend the process to all of my start-up clients. It’s the best decision you can make when starting a business."

**MICHAEL SOWINSKI, CFO Consultants**

*Contributing Author: Ask the Money Guy, Entrepreneur Magazine*

Jim Oliver invented a parabolic antenna for a small satellite dish that weighs only twenty pounds. We helped get it to market.
The Lean concept of streamlining processes by eliminating waste can be applied to any business service, though it is most often associated with manufacturing. The BASE at A-B Tech is ahead of the curve in that it is one of the few colleges in the state offering Lean Certification for health care professionals. What’s more, where most Lean certifications are presented from a manufacturing standpoint, A-B Tech’s program is taught by experienced health care instructors. Health care organizations can opt for a condensed overview certification or a more in-depth team and coaching track, and the instruction is offered at The BASE or at the client’s facility. Given the ever-changing advancements in health care and the region’s excellent offerings, A-B Tech’s Lean Certification will help Western North Carolina move forward as a leader in the health care industry.

Western North Carolina is leading the state in machine manufacturing jobs, and no one knows that pearl of wisdom better than Stewart Chason, Workforce Training Coordinator at The BASE. As some of the area’s biggest manufacturers expand operations, they look to graduates of his Fundamentals of Automated Machining course to fill those positions. During the 15-week, hands-on class, which is offered six times per year, students learn shop math and safety, blueprint reading, an introduction to Lean Enterprise concepts, and spend 12 weeks completing projects in the machine shop, from drilling in flat steel to learning milling, turning, and grinding equipment to utilizing CNC technology. While degree programs for machine manufacturing are common, this is the only skills training course of its kind in the region for continuing education. What’s more, the course offers students the chance to interact with visiting industry leaders, and includes training in Microsoft Excel, resume coaching, and assistance with internship placement.

“This class gives students a fundamental skill that’s in demand broadly,” says Chason. “It gives them the chance at an entry-level position in a field where they have the potential to move up quickly in both skill and pay.” More than half of the students who have completed the course have joined the ranks of the employed, taking jobs as quality technicians, machine operators and assistants, and more.

Go to the head of the class! From career planning to automotive training to web design, A-B Tech offers an average of 300 unique continuing education class offerings each semester to help you develop new skills for personal enrichment. Get trained in emergency services. Learn about biofuels or how to brew beer. Or take a class in smart investing. We give you flexibility, offering classes both on-site and online.

Call (828) 398-7902 to request a course catalog, or go online to view our classes. Register today at:

abtech.edu/ce
THE BASE IS...

**n. a headquarters; a center or area of operations; a hub**

Strength in numbers. When people come together for a common purpose, amazing things happen. The BASE is the center of it all, helping connect you with your community.

TESTING ONE, TWO, THREE

A community hub for navigating regulatory requirements

A-B Tech helps entrepreneurs succeed thanks to integral community partnerships. One collaborator, BioNetwork, is helping the college lead the state in the rapidly growing dietary supplements, biofuels and craft beverage industries.

1 **BIOSYSTEMS LABORATORY**

The BioNetwork at The BASE at A-B Tech specializes in life sciences, from dietary supplements to cosmetics, and carries out the educational mission through a wealth of offerings. The BioNetwork is a place where young companies and start-ups can get help understanding regulatory requirements. But perhaps the most valuable asset is the laboratory, which allows individuals and companies interested in life sciences research, testing and development to rent the facility at an affordable rate.

All dietary supplements on the market must comply with Food & Drug Administration current Good Manufacturing Practices (cGMP), which can be very costly and burdensome for a young company. Analytical assistance for botanicals includes constituent, microbial, and pesticide detection and quantification. Well-equipped laboratory space is available for rent to those interested in product research, testing, and development.

Educational courses offered include, but are not limited to, current Good Manufacturing Practices (cGMP) for dietary supplements and cosmetics, basic and analytical laboratory skills and customized industry training.

2 **CRAFT BEVERAGE QUALITY CONTROL LABORATORY**

Study the growth characteristics of the yeast in batch and continuous cultures. Produce craft beverages through fermentation.

3 **BIOFUELS TESTING LABORATORY**

Provides regional biofuels manufacturers with data required for BQ 9000 fuel certification.

**BIOSYSTEMS** at The BASE at A-B Tech aims to support life science endeavors and awareness in the region by delivering education, outreach and training programs geared toward K-12 students or adult learners. They collaborate with college departments to create customized industry training and continuing education curriculum, as well as provide laboratory management.

**Pictured Here:**

Chase Turner, Biofuels Laboratory Assistant
HAYNES CONFERENCE & TRAINING CENTER

ECO NOMIC & W ORKFORCE DEVELOPMENT

Grow your business. Grow jobs. Grow skills through our Economic & Workforce Development initiative, which offers customized training on your schedule at your facility or on The BASE.

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CONTINUING EDUCATION

Gain lifelong skills and improve your quality of life through courses in everything from financial wellness to hospitality to upholstery and quilting. Hundreds of classes are offered between five A-B Tech locations. Check out our class schedule that comes out three times a year.

Haynes Center
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COMMUNITY ENRICHMENT

Learn a new language or try a yoga class. A variety of art classes from pottery to culinary arts are designed to contribute to the community’s overall cultural, civic, and intellectual growth. Check out our class schedule that comes out three times a year and become a lifelong learner.

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HAYNES CONFERENCE & TRAINING CENTER

Thinking of having a large event, seminar or class and need convenient event rental space? Consider our the Haynes Center’s flexible space, with two large conference rooms, with adjoining catering kitchens, as well as smaller breakout spaces. The space is used for events ranging from conferences to job fairs and is a short drive from downtown Asheville.

To make a reservation, please submit a Room Request Form.
abtech.edu/conferencespace

For information contact Ellen Ryan
e: ellenryan@abtech.edu
p: (828) 398-7901
abtech.edu/conferencespace

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The Craft Beverage Institute of the Southeast, located at The BASE, offers a two-year degree program in fermentation and distillation, as well as continuing education classes. Training covers the processes associated with craft beverages, including agriculture for hops and grape vines, marketing, sales and supplier organizations, restaurants and hotels, and new business development.

A COMPREHENSIVE EDUCATION TO SUPPORT THE GROWTH OF THE BEVERAGE INDUSTRY IN WNC. Beer City USA! The growth of the beverage industry in Western North Carolina was led by the Biltmore Estate Winery, the world’s most visited winery. Now the region is welcoming the production facilities of New Belgium, Sierra Nevada and Oskar Blues breweries, joining Asheville’s own Highland Brewery and other microbreweries in the area.

Take a Class! abtech.edu/ce
You can also earn a two-year degree. Register now.
THE BASE IS

n. a starting point

The Business Acceleration Site in Enka
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abtech.edu/base