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TriTech Consultant to Receive “State Star” Award from Association of Small Business Development Centers

Generated approximately \$32,000 of economic impact per consulting hour

SANTA ANA – Steven Mednick, a consultant with TriTech Small Business Development Center (SBDC), has been selected to receive the Association of Small Business Development Centers “State Star” Award. Mednick will be presented with this prestigious award among his peers at the Association’s Annual Conference in San Diego, on the evening of Tuesday, September 6th. The award is given annually to an outstanding SBDC consultant from each state or regional program. Criteria include showing a strong commitment to small business success; making significant contributions to their state or regional SBDC program; and being an exemplary performer.

Over the past four years, Mednick’s clients at TriTech have reported in excess of \$75 million in economic impact to the Small Business Administration, all the more remarkable considering Mednick works on average 48 hours per month for TriTech. SBA’s measures for economic impact include change in sales, capital infusion, jobs created, and jobs retained.

One of the roughly two hundred clients that Mednick has consulted since joining TriTech is Ash Kumra, Chairman and co-founder of digital content distribution agency DesiYou, Inc. “We were seeking focus,” Ash said. “We had several business models that each required capital and unique resources. Steve helped us to focus on the one that created a sustainable revenue model, what we were passionate about, and something scalable without upfront capital.”

Mednick possesses more than 25 years experience working with early stage ventures to large enterprises in the areas of corporate ventures, business development, sales leadership and corporate law. In 2000, he established the corporate ventures office for Silicon Graphics, Inc. in Mountain View, CA where he led its global strategic mergers & acquisitions and licensing initiatives. In 2006, he established Plenum Revenue Group in Newport Beach. Plenum works shoulder-to-shoulder with emerging firms on top-line growth strategies.

In addition to being a part-time senior consultant with TriTech SBDC, Mednick is also an Assistant Professor of Clinical Entrepreneurship at the Lloyd Greif Center for Entrepreneurial Studies at the USC Marshall School of Business and is a two-time winner of the Marshall Golden Apple Award.

Jack Bicer, CEO of Septium, a custom software development company and another client of Mednick's, remarked, "Steven Mednick has a gift for getting to the essence of what an entrepreneur needs to do to be successful. As an advisor, his insights and vision are invaluable." Ash agreed, adding "It will cost you more not to use them. TriTech has coaches that have been through what you're doing, offer business resources, and provide consulting in confidence, all for free."

TriTech, which is part of the Orange County/Inland Empire Regional SBDC Network, is funded in partnership with the Small Business Administration, California State University, Fullerton, and the California Community College Chancellor's Office. TriTech works with high-technology, rapid growth companies to identify capital resources, commercialize new technologies, market products and services, and become investor ready. For more information, visit their website at www.tritechsbdc.com.

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