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FOR IMMEDIATE RELEASE:

ENTRENOMICS Announces A New Era in Small Business Education

Chicago, IL 10/23/2009 – Small business owners seeking a different approach toward increased profitability are turning to ENTRENOMICS, the interactive, results-oriented program that involves behavior profiles, a high-impact workshop, and on-site analyses.

ENTRENOMICS takes the idea of business education and brings it to the application stage for entrepreneurs in industries such as construction, distribution, manufacturing, and transportation. ENTRENOMICS' three-part system evaluates performance from a top-down perspective that analyzes the personality of the operation, reveals inefficiencies, and applies practical approaches that will increase return on investment.

Kevin Delp, Director of Marketing and Sales for Business Today, states "The majority of business owners are pretty proficient at whatever it is the business does. If you own a job shop, you're probably a decent machinist. If you're an electrical contractor, you're probably great at twisting wire. Being a business owner does not necessarily make you a defacto expert in marketing a business or operating it efficiently, and that's where ENTRENOMICS can help enhance efficacy to overcome the roadblocks to increased productivity, profit and sales."

For additional information on business enhancement methodologies contact Kevin Delp at (214) 236-4989 or visit www.entrenomics.net and download the ENTRENOMICS Program.

ABOUT THE COMPANY: Together with Chicago-based Business Today, the ENTRENOMICS program is an educational powerhouse that equips small to medium business owners with the knowledge and skills to improve their businesses through interactive workshops that focus on particular needs during the current economy.

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