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Kelly is SKED's New Small Business Training Specialist

SOMERSET, Ky. – A Somerset woman has taken over the reins of SKED's successful Entrepreneurial SMARTS small business training program. Amanda Kelly is the nonprofit organization's new Small Business Training Specialist, a position recently vacated by the retiring Pat Bradley.

Kelly brings more than 10 years of experience as a business manager with several Somerset businesses to SKED's three-year-old small business training program. She says it's a challenge she's prepared to meet.

Kelly is also owner of Amanda Kelly Golf. She's taught more than 100 golfing clinics in the area since 1999.

"The opportunity to teach the Entrepreneurial SMARTS training program is extremely exciting for me," Kelly said. "I was fortunate to have taken the Entrepreneurial SMARTS class when it was taught by Pat Bradley. Pat has done a great job building the SMARTS program over the last three years, and I am looking forward to continuing on the strong foundation she has built."

SKED Executive Director Brett Traver says Kelly's enthusiasm and previous experience in the small business arena make her a great fit to lead the region's most prolific small business training program.

"We are pleased to have Amanda join our staff and look forward to the leadership and insight she will bring to Entrepreneurial SMARTS," Traver said. "Pat Bradley has built the program from the ground up and created a successful training program that has benefited more





than 350 people. We wish her the best in her retirement and are thankful her dedication to and the development of Entrepreneurial SMARTS.”

Kelly is a graduate of Cumberland College. She holds a Bachelor of Science degree in Business Administration. She and her husband, Tim, have two children: Drew, age 6, and Emily, age 3.

Entrepreneurial SMARTS is a four-session, 12-hour course designed to provide entrepreneurs with the knowledge and resource materials they need to get a new small business off the ground. This training also provides owners of existing small businesses the skills they need to become more successful.

Since 2012, 368 people from across Southeast Kentucky have enrolled in the course and received their certificates of completion at some 29 sessions offered across the region.

The 30th session of Entrepreneurial SMARTS is under way in Manchester, Ky. The next scheduled training will be conducted in Edmonton, Ky.

SKED conducts the entrepreneurial and small business training program - Entrepreneurial SMARTS: Simple Methods And Reality-based Training for Success – which is based on a nationally recognized training program called Core Four® Business Planning Course. The Appalachian Regional Commission (ARC) has provided funding support for these training sessions.

At Entrepreneurial SMARTS training sessions, entrepreneurs and small business owners are instructed in how to create a business plan, including basic knowledge about starting, financing and operating a business and planning for success. Class participants are also given the tools needed to determine if business ownership is for them. If these entrepreneurs go on to start their own business, this training will give them a tremendous advantage by providing them access to the skills needed to properly get their business off the ground and running smoothly.

Existing small business owners receive the support they need to advance the growth of their business and operate a solid, reliable investment. Upon successful completion of this training, participants receive a certificate recognizing their achievements and are eligible to apply for business startup or expansion funding from SKED’s loan funds.

**Southeast Kentucky
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This nationally recognized course is valued at \$250 per student. However, due to financial support through a grant from the ARC, combined with financial support from SKED, participants pay a mere \$25 per person. In addition, each participant receives a valuable Core Four® Business Planning Course manual and numerous resource materials.

For information about entrepreneurship training, contact Kelly at (606) 416-2008, by email at akelly@centertech.com, or visit www.southeastkentucky.com, and then click on the training link.

SKED is a non-profit economic development organization and has been designated a Certified Development Corporation (CDC) by the U.S. Small Business Administration. The organization was formed 28 years ago by Fifth District Congressman Hal Rogers to create jobs in Southeast Kentucky.

Its corporate office is based in Somerset, with satellite locations in Morehead and Whitesburg to serve its 45-county service region. A staff of 10 professionals works with business owners, small and large, to identify financing solutions to fund their location, expansion and working capital needs, and provide them the technical assistance and training they need to succeed.

For more information about SKED, visit our website: www.southeastkentucky.com.