



June 2, 2009

Mr. Charlie Masala
President – EDN Africa
Johannesburg, SA

RE: Jerome Edmondson's Confirmed August 22 – September 7th Entrepreneur Training and Leadership Development Series

Charlie,

I am excited about returning to SA again this year to conduct workshops with BBBEE Enterprises, Corporations, Faith-Based organizations and Local Provinces and Government entities that measure, comply and support entrepreneurial inclusion. We must all understand that this current global economic landscape demands that we reeducate or business acumen for the New Game, New Rules, and New Opportunities that lie before us.

With this in mind my Global Business Development training process will focus on the following areas of enterprise development and growth:

- The Importance of Understanding Global Economics and Analyzing the SA Economic Environment
- Global Supply Chains – The application of Technology, and the opportunities for Outsourcing, Off-shoring, and In-sourcing
- The role of the Church in the New Economy – “Community Development and Economic Empowerment Processes and Ventures”
- Tools for Survival – Principals and Processes That Guide Decision Making the Leads to Success
- Group and Organizational Problem Solving – Focus on Individual cases/concerns that corporations, governments and entrepreneurs are facing and apply processes that will lead to successful outcomes
- Conduct our US Department of Commerce Award winning 2 day Entrepreneur Training and Development Summit in three locations
- Implement the EDN-SA 12 weeks Business Planning and Development Course for Small, Start-UP and Micro Enterprises
- The Value of Differentiation and Why Its Critical for Survival

I personally want to thank you Charlie for your commitment towards insuring the SA business leaders, entrepreneurs, faith-based, government and community organizations receive the best quality career development processes while developing local content for long-term sustainable enterprise development processes. Great shall be your reward!

See You In August

Jerome Edmondson
President & CEO
Entrepreneur Development Network