

**FOR IMMEDIATE RELEASE**  
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## ***EnergizeGrowth* Client Featured in *Inc. Magazine***

### ***Inc. Highlights Avanceon's Successful Launch of Cash Management and Planning Strategies***

Bend, Oregon - September 18, 2008 - Business leaders who want to consistently and predictably grow their company valuation, regardless of prevailing economic conditions, can achieve their goals by implementing [planning strategies](#) designed by *EnergizeGrowth* and Lisa Nirell. That's exactly what Avanceon did.

Avanceon, a Pennsylvania-based consulting and software design company, worked with *EnergizeGrowth* and Lisa Nirell to adopt planning strategies that resulted in a 25-day reduction in Days Sales Outstanding (DSO). Avanceon can now more effectively align their forecasts with product and service delivery dates. Avanceon's success also catapulted the company to the pages of [this month's \*Inc. Magazine\*](#), where they are featured for their successful management of cash flow during a recession.

"We engaged services from *EnergizeGrowth* because they offer sound, innovative marketing methodologies that we could readily implement," said Mark Pollock, CFO. "Lisa Nirell is now helping us incorporate our global growth road map with our Middle East and Southeast Asia offices and providing consulting services to senior management."

Lisa Nirell's forthcoming book, *EnergizeGrowth NOW: The Marketing Guide to a Wealthy Company* will provide readers with 11 proven strategies and planning guides that have generated similar [measurable results](#) with national and global companies, including Sony

Corporation, IBM, Cisco Systems, and Microsoft. The book is scheduled to release in 2009 from Wiley & Sons Inc.

“*EnergizeGrowth* helped Avanceon’s financial executive team develop a more influential role in the growth of their company,” said Lisa Nirell. “This client is living proof that when you combine an empowering mindset with a practical growth plan, the results can be astounding. We’re thrilled that their success got the attention of one of the nation’s leading business magazines.”

#### About [EnergizeGrowth](#) and Lisa Nirell

*EnergizeGrowth*, headquartered in Bend, Oregon, helps growth companies who struggle to reach the next level of growth, or want to achieve higher valuation for eventual exit. Lisa Nirell, a former manager with Siebel Systems (now Oracle Corporation), BMC Software, and American Management Systems (now CGI), has helped clients secure \$83M in new business within two years. Lisa Nirell has mentored hundreds of CEOs by helping them implement time-tested, yet practical plans. She has also completed two proprietary studies of technology and banking executives that identify how high performing companies increase their business valuation—and why others fall short. Lisa Nirell was the first global account manager in Siebel Systems’ (now Oracle’s) history to lead, design and implement a formal account strategy for Microsoft. This strategy generated \$9M in new business within two years.

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