

Experience & Qualifications of GCGI

Greenwood Consulting Group, Inc. (GCGI) began as a sole proprietorship in the late 1970s, and was incorporated in the State of New Mexico as an “S” Corporation in 1996. It is now headquartered in Sanibel, Florida. It is owned entirely by Gail and Jim Greenwood, who also are its key employees. GCGI provides three basic services. First, it provides business incubator services ranging from feasibility studies to operational assessments and facility design critiques. Second, its principals are recognized experts in the Federal Small Business Innovation Research (SBIR) program, and therefore GCGI provides SBIR training throughout the nation. And third, GCGI provides a variety of economic development services such as economic impact assessments of community colleges, implementation plans for new economic development programs and initiatives, and handbooks for small communities impacted by big box stores.

GCGI has performed almost 80 incubator analyses throughout the United States and in several provinces and territories of Canada. Our work ranges from feasibility analyses and needs assessments for proposed incubators, to operational assessments for existing ones. Of particular relevance to the Camp Verde feasibility study is GCGI’s incubator consulting experience in the following categories:

57 feasibility assessments

3 projects with significant Native American components, including casinos

42 incubator projects in smaller communities

17 incubator projects in the southwestern United States

5 projects involving agriculture, food production or kitchen incubation

A complete list of GCGI’s prior and current incubator consulting projects is available on request.

However, GCGI’s knowledge of how incubators work and what is required to create a successful incubator program is not limited to its extensive consulting project list. GCGI’s principals collectively have over 40 years experience in the incubator industry, including 22 years managing and operating business incubators. To the latter point, the Greenwoods helped develop and then managed two business incubators in Los Alamos, New Mexico, which were the first incubators in New Mexico and among the first in the southwestern United States. Los Alamos is a community of about 18,000 residents, and therefore is similar in size to the Camp Verde area.

GCGI’s President, Jim Greenwood, who will lead and perform more than 97% of the Camp Verde business incubator feasibility analyses, has served on the Board of Directors of the National Business Incubation Association (NBIA), and is a founding advisory board member of state incubator organizations in Florida and Georgia. He has been a speaker at every NBIA annual conference since 1989, and was co-developer and co-presenter of the original NBIA Fall Training Institutes for incubator developers and managers. He is a contributing author to several NBIA publications and has consulted on other NBIA books, such as the NBIA guide to developing business incubators. He also has taught several “webinars” for NBIA, on topics such as feasibility studies and incubator funding sources.

Mr. Greenwood also is a certified economic development finance professional, as designated by the National Development Council. His interest and expertise in economic development finance helps ensure that the financial viability of a proposed incubator, like the one considered for Camp Verde, will be carefully analyzed with a goal of identifying one or more scenarios.