



Corporate HQ: Karen Banker
Mastering Business Development, Inc.
(704) 553-0000
info@mbdi.com

For Immediate Release

MBDⁱ Founder/CEO to Present at the Energy Solution Center Technology & Market Assessment Forum

Mastering Business Development, Inc. (MBDⁱ) founder and Chief Executive, Bill Scheessele, is slated to speak at the Energy Solution Center Technology & Market Assessment Forum. The conference will be held October 12-13, 2006 at the Crowne Plaza Hotel and Conference Center at Historic Union Station in Indianapolis, Indiana. In his presentation, *The Thinking Necessary to Master Business Development for the Energy Professional*, Scheessele is expected to address how to elevate client relationships from that of vendor/sales to trusted business partner.

The Energy Solutions Center is a 501(c)6 technology commercialization and market development organization representing 31 energy utilities, 13 municipal energy authorities, and 30 equipment manufacturers and vendors. The mission of the Center is to accelerate the acceptance of and deployment of new energy-efficient, gas-fueled technologies that enhance the operations and productivity of commercial and industrial energy users, and improves comfort and reliability for residential energy users.

MBDⁱ, located in the SouthPark business complex in Charlotte, North Carolina, is in its 28th year providing Business Development services to clients in the US, Canada and Internationally. MBDⁱ specializes in strategic and tactical Business Development consulting, the Search/Placement of Business Development individuals and transformational learning experiences for Business Development professionals dealing with services or goods with high intangible and/or intellectual value. For more information, access www.mbd.com or contact Karen Banker at 704.553.0000.

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