



**BOTTOMLINE**

GROWTH STRATEGIES

NO ONE SUMMITS SOLO

December 1, 2011

## **FOR IMMEDIATE RELEASE**

### **BOTTOMLINE GROWTH STRATEGIES GOES TO WASHINGTON**

*BottomLine Growth Strategies invited to the White House with  
Baltimore business leaders to talk about the economy*

**Baltimore, MD, November 30, 2011** – Carol Coughlin of BottomLine Growth Strategies, Inc. received a special invite, along with 34 other small business leaders from the Baltimore area, to travel to the White House today to talk about the economy and other small business issues.

“The event was designed to let the White House talk directly to business leaders about initiatives to stimulate the economy,” said Coughlin, CEO of BottomLine Growth Strategies. “It also allowed business leaders to voice their concerns about health care reform, access to capital, jobs and manufacturing policies and other issues that have a negative impact on businesses’ ability to compete and grow. We were very excited to be included,” she added.

In addition to BottomLine Growth Strategies, other businesses represented at the event included two of BottomLine Growth Strategies’ clients, Three Dog Logistics and WellDoc.

The group met with members of President Barack Obama’s administration. They included: Jason Miller, special assistant to the president for manufacturing policy; Ari Matusiak, Executive Director of the White House Business Council, Aneesh Chopra, the White House Chief Technology Officer, Elizabeth Fowler, Special Assistant to the President for Healthcare Policy; and Greg Nelson, deputy director of the White House Office of Public Engagement.

White House officials discussed Obama’s plans for innovation and technology, economic policy and healthcare reform. White House CTO Aneesh Chopra gave an illuminating talk about broadband for cities, and the speed at which everything is going wireless.

The Baltimore business leaders were invited to bring up other topics and issues. Among them were: the unintended consequences of extended unemployment benefits, access to capital, innovation, and the complexity of tax code for small businesses owners. The Health Care Reform topic included some discussions about using technology and innovation to improve health outcomes, and the rising cost of healthcare.

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Coughlin observed: “A lot of airtime was given to the issue of access to capital. In particular, the SBA fees have increased significantly over the past couple of years making it expensive for business owners to get into some of these programs. In addition, innovative companies often lack hard assets and have difficulties coming up with the collateral needed to get a bank loan”.

John Kennedy, CEO for Three Dog Logistics, observed: “Certainly tax breaks are welcome for small businesses. But entrepreneurs and owners are too busy with day-to-day issues and growth to figure out the tax breaks. It’s just too complicated.”

Three Dog Logistics is a client of BottomLine’s so it was fortuitous that they both attended and could make strategic planning decisions for 2012.

Coughlin of BottomLine summarizes the experience: “It was a wonderful opportunity to have a voice in Washington and to air our collective concerns for small businesses, the economic engine of the future. It was a productive two and a half hours, and I was honored to be included,” she concludes.

#### **About Bottom-Line Growth**

Bottomline Growth Strategies provides outsourced CFO Advisory services to growing companies for smart, sustainable growth. For more information, see [www.bottomline-growth.com](http://www.bottomline-growth.com) or call 443-798-1357.

#### **About Three Dog Logistics**

Three Dog Logistics was formerly *Direct Mail Logistics, Inc.* Headquartered in Baltimore, MD. The Company was founded to serve mail shops and the direct marketing industry, providing a single source for drop shipping, commingling, and international delivery.

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