



NEWS RELEASE

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November 2, 2011

FOR IMMEDIATE RELEASE

Orange County SBDC Client Receives Google Uptick Award *Brea-Based Genesis Medical Education Consultants Benefits from Free Business Consulting to Take Business to the Next Level*

(Santa Ana)—Genesis Medical Education Consultants (GMEC), a Brea-based continuing education provider for California’s health care professionals, was recently honored by the Association of Small Business Development Centers (ASBDC) and Google with a Google Uptick Award. GMEC is one of five small businesses nationwide selected for this honor. The Uptick Award contest invited businesses to submit a 350-word essay outlining how they used Google products to grow their businesses. The award was presented at the recent ASBDC Conference.

GMEC offers certification and renewal classes in IV therapy for RN’s and LVN’s, advanced cardiovascular life support, American Heart Association CPR certification and renewal, and more. The enterprise has relied on Gmail, Google Adwords™, Google Analytics™, and Google Maps™ as go-to business tools. They were encouraged to use and leverage Google tools to expand their reach by Orange County Small Business Development (SBDC) consultant Manal Richa.

“Working with the Orange County SBDC consultants like Manal Richa and Mark McCallick has helped make our company much sounder financially and structurally,” said Richard Birdsall, GMEC C.F.O. “They helped us take stock of where we were, how far we had gone on our own, and helped us recognize potential areas of concern and devise strategies to slowly grow our business.”

After each consulting session with the Orange County SBDC, the GMEC management team—Richard Birdsall, Richard’s mother and co-owner Sherri Birdsall, and Richard’s wife and office manager Nicki—has work to do. They take their assignments seriously and since GMEC’s launch in 2007, the family-owned business has grown from its original three full-time employees with the addition of eight part-time employees. Its revenue has increased by 328 percent in four years.

The company attributes much of its growth to its increased online presence. They worked

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closely with Orange County SBDC consultant Richa who helped them begin using Google Adwords. With her guidance, they succeeded in selecting the best keywords and bought advertising that was within their means. Google Adwords™ complement the company [website](#), [blog](#), [Twitter](#) feed, and [Facebook page](#).

The heightened search engine presence is boosting company referrals. Because of the increase in demand for their services, they have added a Long Beach location, and plan expansion to Santa Barbara soon. As they grow, they will continue to take the Orange County SBDC advice to heart.

“It is difficult to find someplace that you can trust and that’s worth working with,” said Richard Birdsall. “I now understand how many things can fall between the cracks. It’s easy to get caught up in the idea of your business; the logistics and the business plan can be easily overlooked and they shouldn’t be. The SBDC is the first place I tell anyone to call when they want to start or grow a business.”

Thanks to the Google Uptick award, Birdsall and his company is featured in three professional [videos](#) (\$3000 value) and is enjoying two new Chromebooks. The [videos](#) debuted at the annual ASBDC conference and have been posted on [YouTube](#).

For more information about the Orange County SBDC, call (714) 564-5200 or visit www.ocsbdc.com.

About the Orange County Small Business Development Center

The Orange County Small Business Development Center (Orange County SBDC), an economic development program of Rancho Santiago Community College District, is partially supported by the U.S. Small Business Administration (SBA), the California State University, Fullerton and the California Community College Chancellor’s Office. The Orange County SBDC is a one-stop source for business planning, business development, international business resources, education and training, loan assistance and expansion strategies.

About the Rancho Santiago Community College District

The mission of the Rancho Santiago Community College District (RSCCD) is to respond to the educational needs of an ever-changing community and to provide programs and services that reflect academic excellence. Santa Ana College and Santiago Canyon College are public community colleges of RSCCD, which serve the residents of Anaheim Hills, East Garden Grove, Irvine, Orange, Santa Ana, Tustin and Villa Park. Both colleges provide education for academic transfer and careers, courses for personal and professional development, customized training for business and industry, and programs to train nurses, firefighters and law enforcement personnel.

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