

## **Gwinnett Innovation Park Highlights Lanham Associates in Honor of National Entrepreneurship Month**

Atlanta - November 17, 2011 – Gwinnett Innovation Park ([www.gwinnettinnovationpark.com](http://www.gwinnettinnovationpark.com)) a unique and affordable environment for new and growing companies recognizes Lanham Associates' ([www.lanhamassoc.com](http://www.lanhamassoc.com)) success as part of National Entrepreneurship month. (<http://www.whitehouse.gov/the-press-office/2011/11/01/presidential-proclamation-national-entrepreneurship-month-2011>) Lanham Associates has experienced double digit growth during the difficult economic market of 2011.

Lanham Associates, a Microsoft Gold-Certified Partner, offers comprehensive solutions for today's complex supply chain demands, delivering high-quality planning and execution solutions through their key channel of resellers. As a Microsoft Presidents Club and Inner Circle Award winner, Lanham Associates' well tested and stable products are used by more than 1600 end customer companies with over 86,000 users in 22 countries worldwide.

Supply chain solutions are complex and Lanham Associates, in partnership with their resellers, provides expert consultants to assist in specific supply chain solutions and implementation. To ensure long term success, Lanham also provides high quality training to their partners and end use customers who rely on their services.

Even with double digit success, Lanham Associates, known for their supply chain excellence, has taken a conservative approach during this challenging, economic environment. Part of Lanham's conservative approach was their choice to house Lanham Associates at Gwinnett Innovation Park (GIP).

"Lanham Associates is a shining example of a true entrepreneurial company growing from a start-up to a very successful business," said Marcy Powers, general manager of Gwinnett Innovation Park. "Their down-to-earth environment and dedication to providing superior customer service, while delivering a great product, has resulted in an award-winning company. We celebrate the significant and everyday successes of Lanham Associates and feel honored to have supported them throughout the years."

GIP offered Lanham Associates an instant office and flexible space to grow through the years. Lanham started with three people and has experienced tremendous growth while at GIP. "As a start-up, Gwinnett Innovation Park gave us the infrastructure we needed to nurture and grow our business," said Mary Lanham, COO of Lanham Associates. "During our time here, Lanham Associates moved three times to larger spaces, but kept the same address. Additionally, the variety and availability of the numerous training and conference rooms is a key benefit of Gwinnett Innovation Park."

In the last 20 years, GIP helped more than 75 start-up companies. Recently, GIP announced the eHub Nspire Program and Founders Grant to help spark the technology start-up community and provide entrepreneurs with resources to grow and succeed.

### **About Lanham Associates**

Lanham Associates creates supply chain solutions for the Microsoft Dynamics market, and has more than 1,600 end customer companies with over 86,000 users, relying on their solutions in

22 countries worldwide. Lanham Associates maintains high standards for product excellence, and has been the recipient of both the President's Club and Inner Circle Awards many times since being affiliated with Microsoft.

Current products include Absolute Value; ACE – Advanced Commerce ERP for Automotive, CPG, Electronics, & Sporting Goods; ACE Warehousing EDI; E-Ship; E-Receive; Address Validation; AFP - Advanced Forecasting and Procurement; Outbound Warehouse Request; Credit Card Processing; and History & Security Management.

### **About Nspire Program and Founders Grant**

The eHub Nspire Program helps give Atlanta-area entrepreneurs a fighting chance to become a successful business. It plans to give back to the entrepreneurial community by allowing a limited number of companies to establish an office in Gwinnett Innovation Park at no cost for one year. Designed to provide Atlanta-based technology entrepreneurs with the resources to succeed, the Nspire Program includes monthly face-to-face time with a successful serial entrepreneur, access to marketing and public relations advice and the opportunity to establish an office in Gwinnett Innovation Park. Nspire Program companies and new Gwinnett Innovation Park companies that are early and growth stage companies are eligible for the quarterly Founders Grant which rewards entrepreneurial excellence and helps deserving companies continue on their path to success with a \$25,000 - no strings attached - stipend. For more information or to download an application to become part of the Nspire Program email applicant@gwinnettinnovationpark.com.

### **About Gwinnett Innovation Park**

The Gwinnett Innovation Park offers an affordable environment for new and growing companies. Entrepreneurs can focus on business development and enjoy an “instant home” for their company without having to deal with facility and infrastructure hassles or lock into long-term commitments. They also have access to the business expertise of on-site executives and benefit from peer interaction, shared services and an extensive network of resources. Sponsored by long-time technology pioneer, Intelligent Systems Corporation [NYSE Amex: INS], the Gwinnett Innovation Park is one of the most successful, privately funded incubation programs in the country. During its 20 year history, the Gwinnett Innovation Park has been recognized as a top technology incubator and has been home to some 75 start-up companies that are estimated to have created more than 1,500 new jobs in the Gwinnett county area. Information about the Gwinnett Innovation Park is available at [www.gwinnettinnovationpark.com](http://www.gwinnettinnovationpark.com) or send a message to [info@gwinnettinnovationpark.com](mailto:info@gwinnettinnovationpark.com).