

## Business Success Center

Getting and keeping you on course for a stable, profitable, transferable business.

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**Daniel W. Diener, Chief Financial Officer, Business Success Center**

**Bio**

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Mr. Diener is the Chief Financial Officer of the Business Success Center (BSC), Texas' largest virtual incubator for owners of existing businesses under 20 employees. He is also a teacher, developer, mentor, software inventor, coach and advocate. In addition, he is a Certified Technical Advisor for the National Community Reinvestment Coalition and a member of the AccountEdge and MYOB Partner Programs and the FileMaker Developer Program.

He is a frequent speaker and workshop presenter on various small business and entrepreneurial topics locally, nationally, and internationally. He has also written articles about small business for many publications including the *Austin Business Journal's Small Business Sourcebook*, the *Austin American Statesman*, and several specialty trade publications. And helped lead international trade missions to Ecuador and Japan.

Mr. Diener is also the co-developer and co-instructor for the "Street MBA" and "Owners MBA" award-winning programs which have taught over 1000 owners how to start and run a successful business. He also developed and was an instructor for another award-winning program, "The City Management Academy". The program taught managers and first line supervisors of large and small governments how to be more "intrapreneurial" within their organizations.

He has created several financial software tools to assist owners with financial projections, debt control and money management, project cost and time tracking, as well as other management systems including hiring,

He has been recognized by the Austin City Council, the Austin Chamber of Commerce, and American Society for Training and Development. He was an elected delegate to the 1995 White House Conference on Small Business. He is cited in *Who's Who in the Southwest* and *Personalities of the South*. He was nominated for the Ernst & Young Entrepreneur of the Year award. In 2006 the federal Small Business Administration honored him as Financial Service Champion of the Year for his work with owners needing financial and funding assistance in Texas and the five-state region.

His firm has also been honored. It was selected as a Level I award winner by the Austin Quality Council, received a resolution from the state of Texas on its program. It was also selected as a national five-star model of excellence by the federal Small Business Administration (SBA) for MicroEnterprise Development.

Mr. Diener has served on the Small Business Advisory Board of the Texas Department of Economic Development. Currently he serves on the board for Students Involved in Free Enterprise (SIFE) and is a volunteer counselor for the SBA focusing on marketing.

Mr. Diener has been married to his wife Jan Triplett since 1982. He has a son, daughter, and four grandchildren. His hobbies are travel, cooking, sailing and golf. He is a graduate of the University of Wisconsin.