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**Tag: GULF COAST BUSINESS TECHNOLOGY CENTER REBRANDS AS
THE INNOVATION CENTER**

Biloxi, Miss. --- The Gulf Coast Business Technology Center, the small business incubator located at 1636 Poppo Ferry Road in Biloxi, has officially changed its name to The Innovation Center and has developed a new brand identity that better represents its efforts and offerings moving forward into the future. On November 7 at 9a.m., the Coast Chamber will hold a ribbon cutting for The Innovation Center to reveal its new identity and mark the establishment of the incubator as a regionally recognized source of small and entrepreneurial business assistance.

The Innovation Center's new tag line, "out of the box, into the world," describes The Innovation Center as a place where creative, "out of the box" ideas are encouraged and released. "Out of the box, into the world" also represents the transition small businesses make as they move out of their space at The Innovation Center and into the community.

The facility was established in October 1990 by the Harrison County Development Commission, in cooperation with the City of Biloxi, to provide an atmosphere that would encourage the development of small, start-up businesses and enable them to survive. The facility has since provided shared space, utilities and services for new businesses, graduating more than 50 companies.

In late 2007, Stephen Whitt was hired as executive director of facility, and he recognized the need to expand and better express the facility's mission through its marketing. Whitt moved to establish a more regionally recognized facility and focused his efforts on transcending the boundaries of The Innovation Center by collaborating more closely with other small business and entrepreneurial assistance programs to create a stronger entrepreneurial spirit on the Mississippi Gulf Coast.

One of the first large cooperative programs of The Innovation Center will be the Small Business Resource Conference, which will take place on Friday, November 14 from 9a.m. until 3p.m. The conference will feature participation by state and area small business resource providers, as well as companies that provide services and products to small businesses. It will provide an opportunity for attendees to gain business knowledge and network with other like-minded individuals. The conference will feature several seminars on topics of interest to small businesses, and is free of charge to anyone who wishes to attend.

Whitt says, “We are very excited about our new branding and our first big event as The Innovation Center. I hope the community will take advantage of this valuable opportunity to visit our facility and gain knowledge of all of the resources that are available for small business assistance.”

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