



Capability Statement

Company:

Advanced Reading Concepts was founded in 1977 in Columbus, Ohio by reading professionals who combined their knowledge to create a unique Speedreading course to meet the needs of both students and professionals, based on the best visual, comprehension and teaching techniques. These techniques have been augmented through the years – improving through additional research and experience with over 8,000 students.

Company Principals:

Bonnie James, President and founder and principal instructor is a nationally recognized speaker and trainer for conferences, trade associations, schools, corporations and government installations. She is listed in Business First's "Who's Who in Business Education and training" and was recently its featured entrepreneur, is a former board member of the Columbus Chapter of the American Society of Training and Development, the Columbus and Grandview (Ohio) Chambers of Commerce, and the Columbus District Small Business Administration's advisory board. **Awards:** She is the 2008 recipient of the Career Achievement Award from the Ohio State University's College of Education and Human Ecology. She won the 2007 Micro Business of the Year Award for consumer services from Increase CDC and was a 2008 TopCat award finalist for TechColumbus an organization that supports the advancement of technology for her work in helping researchers get so much more reading done. **Education:** She has a BS degree in Education from O.S.U. with Post graduate courses in reading and accelerated learning.

Bob James is an experienced business professional with over 25 years of experience in marketing professional services and automation systems. He has managed a multi-year SBA 7A consulting program for the Columbus District, managed a multi-year \$5 million technology transfer and business formation program in India funded by US AID, and managed a worldwide distribution network for industrial automation products. He has a BS degree in Engineering and an MBA in marketing and business economics.

Services:

Advanced Reading Concepts conducts personalized, instructor-led, "Speed Reading Plus" courses and seminars that include strategies for improving comprehension, recall and retention along with speed for all kinds of reading materials from general to highly technical. These courses are held on-site for government agencies, the military, corporations and associations. Individuals from these organizations and the general public can come to our regularly scheduled small public classes at our location.

Capabilities:

We can tailor all of our services in length and emphasis for our clients.

- Personalized, private classes for key staff members – length to be determined by needs of the participant.
- 1 to 4 hour seminars and in-service "Reading Faster to Understand More" workshops for up to 75 participants offering 20% to 150% increase in reading efficiency depending on length of seminar
- One or two day six hour "Speed Reading Plus" courses for up to 25 participants offering a 100% to 300% increase in reading efficiency.
- Twelve hour "Professional Speedreading Plus" for up to 20 participants conducted over a period of 2 full days or 3 half days.
- The same course conducted once a week for four weeks within 80 mile radius of Columbus, Ohio

Company Designations:

Cage Code: 1XMB4
DUNNS: 052717980
EIN: 31-1358767
Corporate Structure: Woman Owned/Small Business/S Corp
ORCA Structure: Complete 2007-2008
Accept EFT and Credit Card Payments

NIACS Codes:

611710 Educational Support Services
611699 All other Misc. Schools & Instruction
541990 All other Professional, Scientific & Technical Services
611310 Colleges, Universities & Professional Schools
611430 Professional & Management Development Training

SIC Codes:

8299 Schools and Educational Services, NEC
8331 Job training & Related Services

Federal Supply Classification:

6910 Training Aids

Contact Information:

Advanced Reading Concepts

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Clients

Wright Patterson AFIT
Eglin AFRL
Federal Law Enforcement Training Center
Central Ohio and LA Transit Authorities
CISCO Systems
Roxane Boehringer-Ingelheim Labs
State Of Ohio
Southern Illinois University Carbondale
Battelle Memorial Institute
Southern California Edison
American Electric Power
Nationwide Insurance Companies
US Army RRMC
Lucent Technologies
Dynamics Research Corporation
The Ohio State University
NASA GRC
Wright Patterson AFRL
Lucent Technologies
The Ohio State University
NASA GRC
Wright Patterson AFRL