

Jeff Sanford

Director of Entrepreneurship Studies
University of Georgia Small Business Development Center
Joint Faculty –
UGA College of Veterinary Medicine and UGA College of Pharmacy

Mr. Sanford teaches Practice Management at the College of Veterinary Medicine and consults with veterinarians nationwide. In Georgia, he coordinates and instructs the practice management rotation at UGA CVM; a three week rotation where students evaluate veterinary hospitals in areas of financial performance, fees, workflow, and compliance. He also teaches specialized business education programs for veterinarians and has developed practice management tools including the *Strategic Marketing Assessment for Veterinarians*, the *Healthy Practice Assessment* (financial analysis), the *Practice Value Assessment* (buying or selling a practice), and the Fee Assessment Model (understanding cost behind services). Mr. Sanford's main accomplishments include assisting veterinary clients with over \$50 million in loans and grants and co-authoring the SBDC publication, *Mastering Business Loan Proposals* and *Starting a Business in Georgia*. Additionally, Mr. Sanford has a joint faculty position at the College of Pharmacy where he teaches Community Pharmacy Management, coordinates the NCPA Business Plan Competition and consults with independent pharmacists across the state. Mr. Sanford's peers selected him as the first recipient of The University of Georgia Business Outreach Services/SBDC Consultant of the Year Award in 1996. In 1998, The National Association of SBDCs recognized him as a "Star Performer", an award given to only ten of 4,000 SBDC consultants for meritorious service and impact. In 2003, the University of Georgia presented Mr. Sanford with the Walter B. Hill Award for Distinguished Achievement in Public Service. Mr. Sanford received his MBA in Finance and is currently working on his PhD with research interests in gender construction within professional fields (with emphasis on entrepreneurship in veterinary medicine).

Speaking fee: \$1,500 half day, \$2,000 full day, plus all travel expenses.
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