

Capability Statement



Advanced Reading Concepts
1826 Glenn Ave Columbus, OH 43212
www.advancedreading.com

Productivity Drives Success

Advanced Reading Concepts was founded in 1977 in Columbus, Ohio by reading professionals who combined their knowledge to create unique Speedreading courses and seminars to meet the needs of both students and professionals. Over the past 36 years we have taught over 12,000 people to read faster and to understand more. Engineers, scientists and other professionals in corporations, government agencies and the military have acquired lifelong skills to improve their personal productivity.

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 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: Bonnie was awarded a Distinguished Alumni of the College of Education and Human Ecology at The Ohio State University in 2011 and was also the 2008 recipient of the Career Achievement Award. 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 with the engineering and scientific community.

Education: She has a BS degree in Education with Post Graduate training 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, Speedreading Plus™ Technical Reading and Writing 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. The programs also cover techniques for preparing material for reports and presentations. These courses are held on-site for government agencies, the military, corporations and associations. We also offer public classes in Columbus, OH or on-site for membership organizations.

Our mission is to provide our clients with the skills to increase their personal and professional productivity.

Contact Information:

Bonnie James, President
Bob James, VP Business Development
Toll Free: 888-524-0012

Phone: 614-486-2473
Facsimile: 614-486-7455
Email: speedreader@columbus.rr.com
bonniejames@advancedreading.com
bob@advancedreading.com

Company Designations:

Cage Code: 1XMB4
DUNS: 052717980
EIN: 31-1358767
Corporate Structure: Woman Owned/Small Business/S Corp
ORCA SAM : Complete 2007-2013
Contract Vehicle: GSA Schedule MOBIS 874.4 – GS-02F-090AA
GSA Schedule MOBIS 874.4 – GS-02F-090AA

NAICS 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

Differentiators & Deliverables:

- 📖 Instructor-led Small Classes
- 📖 Classes Tailored to Group Needs
- 📖 Comprehensive Handbook
- 📖 Reading Efficiency Increase Reports
- 📖 Return On Investment Reports
- 📖 Electronic Review Materials Available
- 📖 Open Source Rating 95; A+ Rating from BBB
- 📖 GSA MOBIS Schedule

Federal Supply Classification:

6910 Training Aids

Clients:

Air Force Institute of Technology at Wright Patterson AFB
Air Force Research Laboratory at Wright Patterson AFB
Air Force Research Laboratory at Eglin AFB
US Air Force – Life Cycle Management Center
Federal Law Enforcement Training Center (FLETC)
US Army - Raven Rock Mountain Complex
US Army – Fort Monmouth
US Army – Aberdeen Proving Ground
US Army – Special Operations Command – Ft Bragg
US Army – Special Warfare Center & School – Ft Bragg
US Marine Corp - ITEP
NASA Glenn Research Center
National Air & Space Intelligence Center (NASIC)
Ohio Department of Public Safety
Ohio Aerospace Institute
Southern California Edison
American Electric Power
Nationwide Insurance
CISCO Systems
Roxane Laboratories

References and example results available upon request