



Small Business is Our Business

February 2009

February 26, 2009

Evening with the Experts

6:00PM to 9:00PM

Experts in the areas of business law, taxes, and marketing will provide attendees with information on legal structures of business, financial management, and tax information as well as, a marketing and business plan overview. A small business expo will follow, enabling attendees to discuss their specific questions with experts in accounting, banking, and law. Attendees will also have the opportunity to network with other small business owners, and service providers.

Presenter: CPA, ATTY, and Consultants

Cost: FREE

To register call (517) 483-1921

March 2009

March 10, 2009

How to Finance Your Business

9:00AM to 11:00AM

Whether starting, expanding, or redirecting a business, funding will probably be required. This seminar will review various funding sources and provide an overview of what's required to get that funding.

Presenter: Tom Donaldson, Regional Director

Cost: FREE

To register call (517) 483-1921

Entrepreneurial Series **Business Start-up 1-2-3**

March 26, 2009

Fundamentals of Writing a Business Plan

9:00AM to 1:00PM

Designed for individuals who want to increase their chances for successful self-employment, or business launch, this course covers business planning in detail. Specifics of marketing, finance, legal, regulatory issues, operations, information based planning and management are key components of this workshop. The first steps for creating a business plan draft will be included. Live examples of effective business plans are used as course material.

Presenter: Kellie Hanford, Certified Business Consultant

Cost: FREE

To register call (517) 483-1921

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March 26, 2009 **Fundamentals of Marketing Your Business** **2:00PM to 4:30PM**

This course presents practical applications of marketing concepts designed to grow small businesses. It covers basic marketing tools including market analysis and research, target marketing, assessing competitors, and key marketing implementation tools. A strategic, well planned approach to marketing is demonstrated, with several examples of effective hands-on marketing techniques. Focus is on the business's customers – creating and keeping them

Presenter: Gordon Ferguson, Senior Business Consultant

Cost: FREE

To register call (517) 483-1921

March 26, 2009 **Fundamentals of Business Legal Issues** **6:00PM to 8:00PM**

This course is an introduction to the different types of legal entities that are appropriate for structuring and starting a new business. Tax and liability issues are covered, along with basic elements of a contract, collections, licenses, registrations, employment and property issues, leasing and insurance. It is designed to guide prospective business owners in setting up the organizational structure that will help protect them from unnecessary legal challenges.

Presenter: Jim DUBY, Attorney at Law

Cost: FREE

To Register call (517) 483-1921

****Business Start Up 1-2-3 was designed to give entrepreneurs the information and tools necessary to start a business by offering three informative seminars all in one day. The series begins in the morning with "Creating an Effective Business Plan," a necessary first step for any entrepreneur. Then in the afternoon, you can attend "The Successful Marketing Plan," and learn how to find and attract customers for your business. The series ends in the evening with "Legal Issues in Starting a Small Business." This seminar addresses the legal concerns of a small business owner such as what form of business to choose and how to protect your intellectual property. However, if your schedule doesn't allow you to attend the full series, you can sign up for each seminar individually.****

April 2009

April 14, 2009 **Fiscal Fitness** **8:00AM to 12:00PM**

This workshop provides the business owners and in-depth at the essentials of using financial information to make effective decisions about improving their business performance. Who should attend? CEOs of business with at least 3 years of financial history who want to have a better understanding of how financial statements can inform their business decisions.

Presenter: Fifth Third Bank Representative, and MI-SBTDC Consultant

Cost: Thanks to the sponsorship of Fifth Third Bank, this workshop, normally priced at \$50 per participant, is offered at no cost

To register call (517) 483-1921

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May 2009

May 7, 2009

**Financials with QuickBooks Software
Introductory Training Level**

8:30AM to 5:00PM

This seminar increases a participant's working knowledge of the accounting process and the maintenance of accounting records. In QuickBooks you will learn how to set up your company, process inventory transactions, prepare invoices, receive customer payments, write checks, enter and pay bills and work with bank accounts. Practical examples are combined with online QuickBooks software instruction.

Presenter: Audrey Morris, CPA

Cost: \$125 or \$225 for 2 people from the same organization

Lunch & Books are included in this class.

To register call (517) 483-9853

May 21, 2009

**Financials with QuickBooks Software
Advanced Training Level**

8:30AM to 5:00PM

This seminar offers advanced training in QuickBooks financial accounting software. Topics to be covered include customizing forms, credit card processing, working with fixed assets and loans, creating and modifying reports, creating graphs, tracking and paying sales tax, setting up and processing payroll, and estimates, time tracking and job costing. It is highly recommended that the student take the introductory Financials with QuickBooks seminar prior to taking this advanced level seminar.

Presenter: Audrey Morris, CPA

Cost: \$125 or \$225 for 2 people from the same organization

Lunch & Books are included in this class.

To register call (517) 483-9853

*****Our SBTDC Seminars are reimbursable to all eligible veterans. To check your eligibility status, contact Josie Adams with the Veterans Affairs Office at Lansing Community College at 517-483-1200.**

To register for free seminars please call:

MI-SBTDC at (517) 483-1921

Monday - Friday from 8am to 5pm

Or visit our website at www.misbtdc.org/training

To register for paid seminars please call:

The Business & Community Institute at (517) 483-9853

