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## **“Five Keys to Fiscal Fitness” Statewide Effort to Assist Growing Companies**

### **Regional Centers**

Capitol

Genesee & Lapeer

Great Lakes Bay

Greater Washtenaw

Macomb & St. Clair

Mid Michigan

Northeast Michigan

Northwest Michigan

Southeast Michigan

Southwest Michigan

Upper Peninsula

West Michigan

STATEWIDE — Lieutenant Governor Brian Calley today joined the Michigan Small Business & Technology Development Center (MI-SBTDC) and Fifth Third Bank to talk about a statewide program that assists growing companies.

“It is more important than ever for public and private sectors to work together to assist small businesses grow here in Michigan,” commented Lieutenant Governor Brian Calley. “The MI-SBTDC and Fifth Third Bank have formed a partnership to offer a program that assists small business understand and own their company’s financials.”

Five Keys to Fiscal Fitness was designed for business owners and key staff who want to have a better understanding of how to use their financial statements to make good business decisions. The program was launched statewide in 2009 and gained momentum throughout the year. In 2010, over 225 established companies completed the Fiscal Fitness program. The program runs four hours and the topics include:

- Identify opportunities and challenges with your balance sheet and income statement
- Discuss the proven ways to increase your company’s cash flow
- Apply breakeven analysis to improve decision-making
- Understand and plan the working capital to support your growth
- Strengthen the partnership with your banker

Fifth Third Bank has sponsored Fiscal Fitness for the past two years and will continue their support for 2011. John Bultema, President Fifth Third Bank West Michigan commented, “The program teaches business owners and CEOs how to analyze their financial information and make healthy financial business decisions. He continued, “Because gaining access to capital is such a critical issue for small business owners today, we are pleased to help offer this valuable program that helps business owners approach lenders with solid information and a real understanding of their numbers.”

It is vital for businesses, especially established businesses, to own their numbers. Once a company completes the program they are then ready to grow and ready to talk with their financial lender.

(more)

In partnership with  
the MI-SBTDC

U.S. Small Business Administration



Kathie Fuce-Hobohn, owner of SPACE, Inc. recently attended a Fiscal Fitness program. “Last week I attended a seminar called Fiscal Fitness that was held by our local MI-SBTDC. In a word...Wow!” commented Katie. “I have been to numerous seminars that tell you what you should do to improve your business but very rarely have I attended one that actually gave you the tools and told you how to go about it. This seminar is a must for all small business owners.”

The MI-SBTDC estimates at least 25 workshops to be completed in 2011 with an estimate 300 small businesses being trained.

### **About Michigan SBTDC**

The Michigan Small Business & Technology Development Center provides counseling, training and market research for Michigan's new business ventures, existing small businesses, expanding new businesses, new technology companies, and innovators. The MI-SBTDC is located at the Grand Valley State University, Seidman College of Business in Grand Rapids, Michigan. As host of the MI-SBTDC State Headquarters, the Seidman College of Business oversees the twelve-region MI-SBTDC network. Entrepreneurs and small business owners may access the services of their nearest MI-SBTDC by calling 616.331.7480 or visiting [www.misbtdc.org](http://www.misbtdc.org).

### **About Fifth Third Bank**

Fifth Third Bancorp is a diversified financial services company headquartered in Cincinnati, Ohio. The Company has \$111 billion in assets and operates 15 affiliates with 1,312 full-service Banking Centers, including 102 Bank Mart® locations open seven days a week inside select grocery stores and 2,450 ATMs in Ohio, Kentucky, Indiana, Michigan, Illinois, Florida, Tennessee, West Virginia, Pennsylvania, Missouri, Georgia and North Carolina. Fifth Third operates four main businesses: Commercial Banking, Branch Banking, Consumer Lending, and Investment Advisors. Fifth Third also has a 49% interest in Fifth Third Processing Solutions, LLC.

Fifth Third is among the largest money managers in the Midwest and, as of December 31, 2010, had \$266 billion in assets under care, of which it managed \$25 billion for individuals, corporations and not-for-profit organizations. Investor information and press releases can be viewed at [www.53.com](http://www.53.com). Fifth Third's common stock is traded on the NASDAQ® National Global Select Market under the symbol "FITB." Member FDIC.

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