



State Headquarters
Grand Valley State University
Seidman School of Business
510 West Fulton Street
Grand Rapids, MI 49504
Phone: 616.331.7480
Fax: 616.331.7485
www.misbtdc.org

FOR IMMEDIATE RELEASE

Date: January 15, 2008
Contact: Jennifer Deamud (MI-SBTDC)
Phone: 616.331.7482
E-mail: deamudj@gvsu.edu

Regional Centers

- Escanaba
- Traverse City
- Alpena
- Harrison/ Mt. Pleasant
- Saginaw
- Flint
- Grand Rapids
- Lansing
- Detroit
- Mt. Clemens
- Kalamazoo
- Ypsilanti

Statewide Training Offers Assistance to Small Businesses

GRAND RAPIDS, Mich. — The Michigan Small Business and Technology Development Center (MI-SBTDC) is unveiling a statewide training program on January 19 called the MI-SBTDC Entrepreneurial Series. The courses assist participants in evaluating their business ideas, building implementation plans and effectively growing their businesses.

“The courses we provide are vital to the success of growing businesses and to start-up companies,” said Carol Lopucki, state director of the MI-SBTDC. “We also offer follow-up individual counsel at no cost to the participants as their businesses grow.”

The Entrepreneurial Series consists of five courses: The Fundamentals of Starting a Business, Writing a Business Plan, Finance, Marketing Your Business, and Business Legal Issues. The courses are 2 to 3-hours and designed to be delivered face-to-face by experienced business professionals or current small business owners with pertinent expertise.

“The MI-SBTDC courses offer practical realistic approaches to business issues faced by both new and existing entrepreneurs,” said Cathy Kaiser, an MI-SBTDC trainer.

In addition to the five courses in the Entrepreneurial series, the MI-SBTDC is also unveiling statewide advanced training courses this month. These courses include: E Commerce - Introduction to Online Selling, Retail Survival Guide, Retail Inventory Management, Selling in the 21st Century, the Successful Contractor, Tough Finance (how to get financing if needed) and How to Avoid Business Tax Panic.

In 2008, the MI-SBTDC trained 6,687 small business owners and entrepreneurs in 541 training courses. This represents training delivered in 83 counties throughout the state.

The descriptions of the courses offered, dates, locations, and nominal fees are listed on the MI-SBTDC Web site at www.misbtdc.org/training.

About the MI-SBTDC

The Michigan Small Business & Technology Development Center provides counseling, training, market research and advocacy 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, Mich. As host of the MI-SBTDC State Headquarters, the Seidman College of Business oversees the 12-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.

###