



2012 Training Schedule – Muskegon

Pre-registration is required:

Phone: 616-331-7370

Online: www.misbdc.org/events & search
by Location > Near Zip Code: 49440



Fundamentals of Writing a Business Plan – 3/7/2012 (6:00 – 8:00 PM) – SBTDC 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.

Fundamentals of Legal Issues – 3/21/2012 (6:00 – 8:00 PM) – Parmenter O’Toole 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.

Fundamentals of Marketing Your Business – 4/11/2012 (6:00 – 8:00 PM) – Jason Piasecki, Revel 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.

Fundamentals of Financial Management – 4/25/2012 (6:00 – 8:00 PM) – SBTDC This course introduces basic accounting concepts and how to apply financial information that helps small business owners manage a business more effectively. Key documents including Cashflow Statement, Profit & Loss, and Balance Sheet are explained, using specific small business examples. The course is designed to help entrepreneurs understand accounting principles and financial statements, and work more effectively with the accounting team.

Reasonable accommodations for persons with disabilities will be made, if requested at least two weeks in advance.
Contact Region 7 at 616-331-7370 for arrangements.

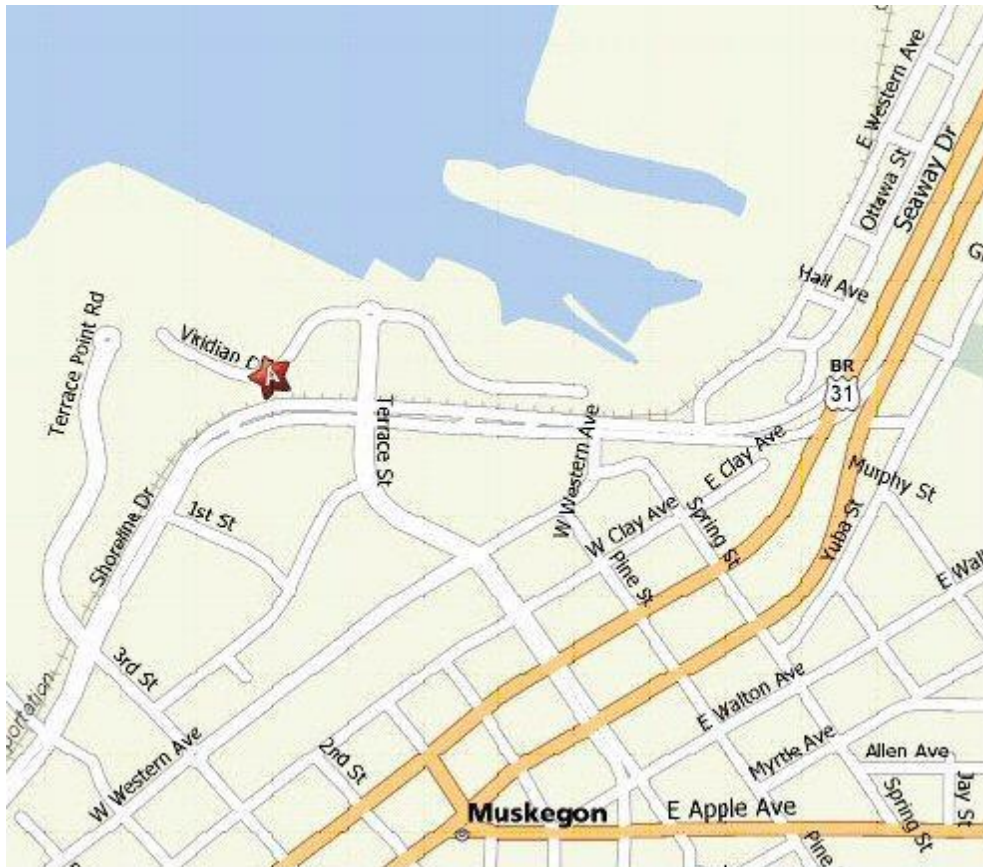


Funded in part through a cooperative agreement with the U.S. Small Business Administration.



Michigan Alternative & Renewable Energy Center

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Muskegon, MI 49440
(231) 722-4371
<http://www.gvsu.edu/marec/>



Driving Directions:

From the South: Head north on US-31 N, Take exit 116 on the left toward N Muskegon, Merge onto US-31 BUS S/Moses J Jones Pkwy, Slight right at Shoreline Dr, Take the 2nd right onto Terrace St

From the North: Head south on US-31 S, Take exit 116 to merge onto US-31 BUS S/Moses J Jones Pkwy toward Downtown/Muskegon, Slight right at Shoreline Dr, Take the 2nd right onto Terrace St

From the East: Head west on E Apple Ave, Turn right at Terrace St.

From the West: Head northeast on W Western Ave, Turn left at Terrace St