

All winter training seminars will be at:  
GRCC Tassell M-TEC Center  
622 Godfrey SW – Room 206  
Grand Rapids, MI 49503

Pre-registration is required:  
Fax: 616-331-7195  
Phone: 616-331-7370  
Online: [www.misbtdc.org](http://www.misbtdc.org)

### **Selling to the Government - 1/15/2009 - Sarah Wrasse, MEDC Procurement Specialist**

What does it take to become a successful government contractor? What services and resources are available to a small business pursuing the government market? If your company has been considering the field of government contracting, this seminar will give you the insight you need. Did you know the federal government purchases more than \$350 billion of goods and services a year and the State of Michigan has a diverse portfolio valued at more than \$11.6 billion? Find out what it takes to sell your goods and services to the federal government and the State of Michigan. In addition, learn about the services and continuous support the Procurement Technical Assistance Center (PTAC) has available to help your company with the contracting process.

### **Entrepreneurial Series: Fundamentals of Marketing Your Business - 1/22/2009 - Bill Smith, President of Compucraft**

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.

### **Entrepreneurial Series: Fundamentals of Finance - 1/29/2009 - Jim Pike, Fusion Business Services**

This course introduces the basics of financial management, including how to start an accounting system and how to apply the information from key financial statements to help you manage your business. Balance sheet, cash flow, profit & loss, and breakeven analysis are covered with specific small business examples.

### **Entrepreneurial Series: Fundamentals of Business Legal Issues - 2/5/2009 - Curt Rypma, Schenk Boncher & Rypma**

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.

### **Advanced Entrepreneurial Series: Selling in the 21st Century - 2/12/2009 - David Lawrence, Integrated Sales Solutions**

This course will give the small business owner an introduction to basic sales concepts and key tools to help grow and support the sales process. Specific information and applications for prospecting, presenting and follow up will inspire confidence and a comfort level for building sales effectiveness one step at a time. A practical, motivating course designed to improve sales whether you have a sales force of one or a team of many.

### **Patents and Trademarks - 2/19/2009 - Jim Bartek, BC Development I A M**

Inventors will find this class indispensable for learning the basics of patenting and trade-marking. Learn who should patent, when to patent and the difference between patents and trademarks.

### **Entrepreneurial Series: Fundamentals of Writing a Business Plan - 3/12/2009 - Cathy Kaiser, MI-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.

### **Advanced Entrepreneurial Series: E Commerce - Introduction to Online Selling - 4/9/2009 - Spearia, Inc.**

The basics of online selling are covered in this course, including the purpose and goals of a website, understanding online shopping behavior, and key considerations for optimizing online operations. Website development options, operating costs, policies and procedures, and search engines are key components. This course is not meant to demonstrate how to build a website, but rather as a guide to the decisions that will ensure a productive online selling vehicle for small business owners.

### **Web Development for the Small Business - 4/16/2009 - Spearia, Inc.**

Learn to build and market a successful website to promote your business. This presentation will cover domain name registration, online marketing, design considerations, search engine tips and tricks, legal recommendations, maintenance and up-keep.

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.