

Can Do! E-Pillar Presents

Evenings with the Experts 2011 Fall Series

For Prospective Entrepreneurs & Small Business Owners



Putting Social Media to Work for Your Small Business — October 6, 2011 — 6PM to 8PM

Learn the basics and etiquette of social networking for your small business. Content will include how to leverage social networks to help grow your business while reducing your marketing costs. Benefits, disadvantages and tricks of the major social networks (Facebook, Twitter, and Linked-In) will be discussed.

Speaker: Connie Sweet, Owner of Connection Graphics

Fundamentals of Commercial Lending and Credit — October 13, 2011 — 6PM to 8PM

Commercial lending is an important aspect of many business start-ups. Unless you are able to finance a new venture personally, or have a private source of funds, a commercial loan may be your best option for start-up capital. This seminar will help you understand what commercial lenders require and will expect when you contact them for a business loan.

Speakers: Dave Gillison, Independent Bank, Vice President
Amy Price, Independent Bank, Manager Commercial Loans Charlotte Office

Employee Basics for Small Businesses — October 20, 2011 — 6PM to 8PM

One of the most intimidating decisions a small business owner can face is determining when, and whether, to hire an employee. There are rules and regulations, documents and taxes, insurance and payment issues to consider. It can be a rewarding or frustrating experience that moves your new business forward or holds it back. This class is intended to help prepare you to take this next big step and keep you on firm footing while you do it.

Speaker: Karole Brown, Human Resources Professional

Insuring Your Small Business or Start-up — October 27, 2011 — 6PM to 8PM

What type of insurance does your new small business need? It depends on the type of business you own. From workman's compensation and liability insurance, to automotive and property protection, you will need to consider how best to guard yourself and your small business against unexpected losses. The choices are nearly endless, but learning how to assess your risks and determine where losses are most likely to occur can help you make the right decisions.

Speakers: TBA

These FREE, information-packed seminars will be held at Charlotte City Hall, 111 Lawrence Avenue, Charlotte, Michigan. Call today to enroll: 517.483.1921 or www.misbtdc.org

What is the Can Do! E-Pillar?

The Can Do! E-Pillar's mission is to Engage, Enlighten and Energize Entrepreneurs.





MI SBTDC - Region 8

Building Business Through Education

One-on-One Consulting Opportunities

Free! Local! Confidential! One-on-one meetings with experienced business consultants who can assist in starting or growing small businesses with:

- Growth strategy development
- Business Plan preparation
- Determining cash flow issues
- Defining quantifying marketing initiatives
- Sales Strategy Development
- Market research

Appointments are available the first & third Thursdays of each month.

Call **517.483.1921** to schedule your appointment.

Sponsored by Can Do! E-Pillar and the MI-SBTDC, as well as the City of Charlotte and the Charlotte Area Chamber of Commerce.

What is the Can Do! E-Pillar? The mission of the Can Do! E-Pillar is to Engage, Enlighten and Energize Entrepreneurs. We are currently working on three main initiatives:

- To gather, consolidate and categorize available resources for Entrepreneurs into one location. A kind of one-stop-shopping for small business information.
- To provide a series of valuable events and training opportunities for both emerging and existing entrepreneurs and small business owners.
- To engage with our emerging and existing entrepreneurs to determine their level of success and to ensure they are availing themselves of all the appropriate resources.

The Can Do! E-Pillar Meets the Third Thursday of each month at 3:30 p.m. in the Council Chambers at Charlotte City Hall.

What is the MI-SBTDC? The MI-SBTDC network is a grassroots advocate for small businesses; we work in partnership with local, regional and state organizations to strengthen companies. Through the state, the MI-SBTDC strives to build relationships with organizations providing complementary business assistance, working together to make a real difference for entrepreneurs.

