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## **Existing and New Business Owners are Given an Opportunity to Talk with Experts**

*The MI-SBTDC hosts Evening with the Experts in Muskegon*

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**Muskegon, Mich** – Business owners in Ottawa and Muskegon counties will have the opportunity to talk with and learn from industry experts on owning a small business in an event hosted by the Michigan Small Business and Technology Development Center™ (MI-SBTDC™) on October 15<sup>th</sup>.

MI-SBTDC's "Evening with The Experts" is set for Thursday, October 15<sup>th</sup>. Consultants and experts in business law, taxes, finance and marketing will present valuable information in their areas of expertise.

"This is an opportunity for peer-to-peer learning, business-to-business networking and our local small business service providers to come together to support entrepreneurs," stated Dante Villarreal, Regional Director of the Michigan Small Business and Technology Development Center.

The evening is designed for both new business owners and existing business owners. A new business owner will hear tips for managing company financials, identifying target markets, gaining visibility, and legally structuring a business. The existing business owner will listen to bankers describe the commercial loan process and will participate in a well business checkup. There will be an opportunity for open discussion with the bankers. Following the presentations, attendees will have an opportunity to meet one-on-one with the experts to discuss their business. There will also be an opportunity to network with other small business owners.

The event is Thursday, October 15, 2009 from 6:00 pm to 9:00 p.m. at Grand Valley State University's Michigan Alternative and Renewable Energy Center (MAREC) located in downtown Muskegon. The cost of this event is underwritten by the MI-SBTDC™. Preregistration is required; call 616-331-7370 or e-mail [sbtde@gvsu.edu](mailto:sbtde@gvsu.edu).

### **About MI-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).