

These workshops are offered at no cost, and are designed to help those interested in starting, or currently operating a small business.

- Materials, snacks, pop, and water will be provided at each session.
- Register for one session or the entire series!
- All workshops will be held at the LEDC - 5285 W. US-223, Adrian, MI  
Lower level of the GreenStone Farm Credit Services building
- There is no cost to attend, but registrations are required:  
Contact Diane Brune at the LEDC at 517.265.5141 or via email [diane@onelenawee.org](mailto:diane@onelenawee.org)

**Marketing - Thursday, April 8<sup>th</sup> from 6:00-8:00pm at the LEDC**

Patty Clark, Midwest Energy, will be facilitating this class on how to advertise and promote your business.

**Legal Issues and Employment Law - Monday, April 12<sup>th</sup> from 6:00-8:00pm at the LEDC**

Kathryn Mohr and Phil Baither from Robison, Curphey & O'Connell will present on the different legal structures of businesses, how to form a business and employment law issues.

**Insurance Needs - Thursday, April 15<sup>th</sup> from 6:00-8:00pm at the LEDC**

Rick Gurdjian, Gurdjian & Associates, will go over the insurance needs for small businesses and discuss the options for health care coverage.

**Websites and Using Social Media - Monday, April 19<sup>th</sup> from 6:00-8:00pm at the LEDC**

If you have wondered how to get a website up for your business, and how Facebook and Twitter could help you promote your business - this is the workshop for you! Maggie Brazeau will explain how she uses the web to promote Pentamere Winery. Bring a laptop and we will work with you one-on-one to answer your questions.

**Writing a Business Plan and Loan Programs - Thursday, April 22<sup>nd</sup> from 6:00-8:00pm at the LEDC**

Michelle Brasseur, United Bank & Trust, will give you tips on presenting your business plan to the bank, and explain why it is important. Catrina Jackson, LEDC, will give an outline of a business plan, local resources and contacts. Tim Robinson, LEDC, will present on the loan programs available. Because there are no grants available for start-ups, this session will provide you the information to develop the strong business plan you need to apply for financing from the bank.

**Should there be a franchise in your future? - Tuesday, April 27<sup>th</sup> from 6:00-7:00pm**

Tony Menyhart will offer advice and guidance on what you need to know to start a franchise.

**Participants in the program will also be invited to a Networking Event in May - details to follow.**

*The Lenawee Economic Development Corporation (LEDC) is a non-profit organization dedicated to economic and business expansion throughout Lenawee County. By attracting new businesses, helping to grow established businesses, and supporting entrepreneurial endeavors in Lenawee, LEDC is creating an economically viable and vibrant region. In addition to business attraction, retention and start-up activities, LEDC provides critical services to support business growth including access to funding sources and talent enhancement.*

Contact the LEDC: [www.onelenawee.org](http://www.onelenawee.org) - 517.265.5141 - [www.facebook.com/onelenawee](http://www.facebook.com/onelenawee) - [www.twitter.com/onelenawee](http://www.twitter.com/onelenawee)