



To learn more
attend the
**Free Roundtable
Launch & Reception**

January 23, 2007
6:30 pm to 8:30 pm
Saginaw ISD

Featuring
Small Business
& Technology
Development Center
Regional Director
Christine Greve

www.ssbin.org

What is a Roundtable?

A Roundtable is a session featuring four volunteer professionals that address questions and concerns of small business owners in a learning environment.

It is also an opportunity to network with other small business owners and develop creative solutions to small business concerns.

Who should attend?

The Roundtable is specifically designed to address those companies with 10 employees or less who have been in business at least one year. The purpose is to promote the development and growth of existing small businesses. You should bring to the table questions that you may have regarding the growth and development of your business.

Professionals representing accountants, lawyers, advertising and marketing professionals and insurance representatives will be available for your questions.



Get your Business Rolling with a Roundtable

Educational opportunity for small businesses with 10 employees or less that have been in business for at least one year.

For businesses that may not have the financial resources to access a broad range of information necessary for business survival and growth.



SSBIN is an initiative of the Vision 2020 Entrepreneur and Small Business Committee.

Professional Expertise

Legal Guidance

A pivotal part of developing a small business is maintaining a working relationship with an attorney.

Items to consider:

- Which entity to choose
 - Sole proprietorship
 - Partnership
 - Corporation
 - LLC
- The consequences and liabilities of each choice
- Protect your interests

Marketing

Getting your name and business out there is vitally important to your success.

Is your current marketing plan as effective as it can be?

Possible topics for discussion:

- Building a successful advertising plan
- Identify your target audience
- Reach your target audience
- Market saturation and cost effectiveness

Accounting

As your business grows, the management of your company becomes more complex. It is important to determine what functions will remain in-house and what services need to be out-sourced.

Items to consider:

- Are you going to be doing your own bookkeeping?
- What type of software works best for you?
- How do you pay employees?
- What are your federal and state tax obligations?

Insurance

Insurance is a somewhat overlooked expense that could be crucial to your long term business success.

Items to consider:

- Type of business
- Type of ownership
- Number of employees, if any
- Do you need to be bonded
- What to do if your business has to shut down

Get your Business Rolling with a Roundtable

Registration

Tuesday, February 27, 2007

6:00 pm to 9:00 pm

Saginaw ISD

3860 Fashion Square Blvd.

Saginaw, MI 48603

989-399-7473

Refreshments provided

\$15 per person

Please make your check out to:

Saginaw County Vision 2020

Mail to:

Shinners & Chasnis

55 Harrow Lane, Suite 5

Saginaw, MI 48638

Business or Individual Name

Address

City

State, Zip

Phone

E-mail