



Michigan Small Business & Technology Development Center

U.S. SBA and U.S. Postal Service team up to offer Small Business owners with video interview lessons

The U.S. Small Business Administration and the U.S. Postal Service bring you Delivering Success—video interviews with successful entrepreneurs who share the lessons they’ve learned about owning a small business.

Pick the topic that interests you or sit back and spend less than an hour viewing the entire series. Discover how these successful entrepreneurs met the challenges of small business ownership.

- **Entrepreneurial Spirit** --learn what it takes to turn a passion into a business.
- **Getting Started**--how to overcome obstacles when starting a business.
- **Financing**--discover how SBA-backed financing helped these entrepreneurs start their businesses.

- **Planning & Research**--critical components of success explained by owners who know how.
- **Marketing 101**--explore a variety of marketing techniques to build your customer base.
- **Hiring & Developing Employees**--these owners let you in on what worked for them.
- **Promoting & Growing Your Business**--learn innovative techniques to increase your business.
- **Business Reality Check**--be prepared to change course from small business owners who had to do just that. And to recap, check out 10 quick tips to business success.

To view the videos, click <http://www.sba.gov/tools/audiovideo/deliveringsuccess/index.html>

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Region 8 of Michigan's MI-SBTDC is hosted by Lansing Community College

MI-SBTDC CLIENT HIGHLIGHT: Carl Sumerix—Blue Streak L.L.C.

Blue Streak L.L.C. announces an innovative toilet cleaner dispensing system for Recreational Vehicles. The dispensing system is a non-electric chemical injector that controls the amount of chemical after every use. The key is the patented T-Valve which creates a vacuum to draw chemical from the reservoir and mixes with water passing to the stool.



Carl Sumerix

With the correct amount of chemical, RV owners are helping the ecology as well as saving money. “Too many RV owners are unsure how much chemical to use after every flush. Most put in 4 to 5 times the amount needed and it all goes down the drain,” says Carl Sumerix, Owner of Blue Streak LLC.

The reason RV owners use a toilet chemical is for odor control. Blue Streak Chemical has a Baby Powder scent that deodorizes the room as well as the coach. The system allows the owner to have that fresh scent and overall odor control with the convenience of not worrying about adding deodorant or how much they should add.

Blue Streak Dispenser and Blue Streak Chemical come with a 100% satisfaction guarantee. With Blue Streak Chemical, the Savings Begin Immediately! The Dispenser and Chemical are available for purchase at many local RV dealers, by calling 1-866-677-0994 or online www.bluestreakchem.com.

Frequently Asked Questions:



What business should I choose?

Usually, the best business for you is one in which you are most skilled and interested. For example, if you are trained as an auto mechanic, you may want to consider opening a shop related to auto repair. As you review your options, it is advisable to consult local experts and business persons about the growth potential of various businesses in your area. Matching your background with the local market characteristics will increase your chance of success.

Note: If you don't have an idea what type of business you wish to start, consider visiting with one of SBA's major training and counseling resources:

- SCORE—Service Corps of Retired Executives
- BRCs—Biz Resource Centers
- SBTDC— Small Business & Technology Development Centers

Locations of these resources are found here: <http://www.sba.gov/mi>

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General Business Counseling: Estimating Costs

In order to determine how much seed money you will need, you must estimate the costs of your business for at least the first several months. Every business is different, and has its own specific cash needs at different stages of development, so there is no universal method for estimating your startup costs. Some businesses can be started on a shoestring budget, while others may require considerable investment in inventory or equipment. It is vitally important to know that you will have enough money to launch your business venture.

To determine your startup costs, you must identify all the expenses that your business will incur

during its startup phase. Some of these expenses will be one-time costs such as the fee for incorporating your business or price of a sign for your building. Some will be ongoing, such as the cost of utilities, inventory, insurance, etc.

While identifying these costs, decide whether they are essential or optional. A realistic startup budget should only include those things that are necessary to start that business. These essential expenses can then be divided into two separate categories: fixed and variable. Fixed expenses include rent, utilities, administrative costs, and insurance costs. Variable expenses include inventory, shipping and packaging costs, sales commissions, and other costs

associated with the direct sale of a product or service.

The most effective way to calculate your startup costs is to use a worksheet that lists all the various categories of costs (both one-time and ongoing) that you will need to estimate prior to starting your business. The following tool will assist you in performing that task:

<http://www.bplans.com/startingcosts/sbaentrance.cfm>



Small Business Tips: Small Business Compliance

Business.gov, the official business link to the U.S. government, allows users to easily find compliance information from all major U.S. federal agencies regulating or serving small businesses. Business.gov is managed by the U.S. Small Business Administration in a partnership with 21 federal agencies and is part of the President's Management Agenda.

Benefits to Businesses

- Helps businesses find compliance information and services by searching multiple government Web sites and by organizing the information into industry and topic categories.
- Reduces businesses' time and effort by consolidating compliance information onto one Web site and offering a consistent way to find them.
- Minimizes business expenses in the form of time savings or cost avoidance.

Features of Business.gov

- Over 20,000 compliance-related documents from 94 government Web sites.
- Relevant and official government resources.
- Quick and focused compliance search results.
- A comprehensive catalog of federal government forms.
- Directory of knowledgeable government contacts.
- Links to key industry resources and "how to" information for starting, growing and managing a business.

Visit www.business.gov for more information on compliance information

Upcoming Trainings & Programs: www.gvsu.edu/misbt/dc/region8

Trainings

E-Commerce: Intro to Online Selling

April 19, 2007
6:30—9:30 pm
Cost: \$50 per person or 2 for \$90

Creating an Effective Business Plan

April 19, 2007
12:30—4:00 pm
Cost: \$35 per person or 2 for \$60

Basics of Exporting

April 19, 2007
8:30—10:00 am
Cost: \$10 per person

Financials with QuickBooks: Introductory Level

April 27, 2007
8:30 am—5:00 pm
Cost: \$125 per person or 2 for \$225

Financials with QuickBooks: Advanced Level

May 18, 2007
8:30 am—5:00 pm
Cost: \$125 per person or 2 for \$225



Programs

Business Basics Orientations

Offered Bi-monthly, Wednesdays
12:00—1:30 pm
Cost: FREE
To register call (517) 483-1921

Evening with the Experts

June 7, 2007
6:00—9:00 pm
Cost: FREE
To register call (517) 483-1921



For more training information or to register call (517) 483-9853 or visit <http://www.gvsu.edu/misbt/dc/region8>

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MI-SBTDC Mission Statement

The Michigan Small Business and Technology Development Center (MI-SBTDC) enhances Michigan's economic well being by providing counseling, training, and research, and advocacy for new ventures, existing small businesses and innovative technology companies. With regional, satellite and affiliate offices statewide the MI-SBTDC positively impacts the economy by strengthening existing companies, creating new jobs, retaining existing jobs, and assisting companies in defining their path to success.



<http://www.sba.gov>



<http://www.lcc.edu>

Michigan Small Business & Technology Development Center

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Got a tip or story? Let us know!

Phone: (517) 483-1921 Fax: (517) 483-1675
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Finding Solutions for Growing Businesses

Young Entrepreneurs

The future of American enterprise is being shaped by young people of today who are filled with dreams, have a passion for change, hope for the future and a desire to succeed. Pursuing business knowledge at an early age is an important ingredient for future success.

The following resources are designed specifically for young people who are interested in following their entrepreneurial dreams:

- <http://www.sba.gov/teens/>
- <http://www.youngbiz.com/>
- <http://www.kids.gov/>
- <http://www.celcee.edu/>
- <http://www.mindyourownbiz.org/default.shtml>

The Michigan Small Business & Technology Development Center regional office, affiliated with the Business & Community Institute at Lansing Community College is one of 12 offices statewide, providing services and support to the Michigan small business community in the areas of counseling, training and research.



The Lansing Community College's Michigan Small Business & Technology Development Center at the Business & Community Institute, contributes to the promotion of economic development by assisting in the creation of new small business and the retention and expansion of existing small businesses. We achieve this mission by providing technical

assistance to prospective and existing business owners and managers in Ingham, Eaton, Clinton, Ionia, Livingston, and Shiawassee counties. We provide our clients with the education and training needed to establish and grow a successful small business.

ADDRESS:

Academic and Office Facilities
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