



## Michigan Small Business & Technology Development Center

### Tax Seminars for New Business Offered

**A**s part of its continuing effort to help new business owners understand Michigan's business taxes as well as their rights and responsibilities, the Michigan Department of Treasury is hosting nine free Tax Seminars for New Businesses over the next two months.

In addition to information about Sales, Use, and Withholding Taxes, Treasury personnel will also address other tax-related issues such as audits, assessments, collection procedures, appeal options, penalty waivers, and the protection of confidential tax information. Staff will also answer specific questions related to Sales, Use, and Withholding Tax and other taxes administered by Treasury.

A brief overview of the new Michigan Business Tax will also be presented.

To sign up for one of the seminars, complete a registration form, which can be downloaded from Treasury's Web site at <http://www.michigan.gov/taxes>.

Enrollment is limited and early registration is encouraged. Each seminar will begin at 9 a.m., and end by 4 p.m. Registration begins at 8:30 a.m.

#### October 23 & 24, 2007

Clinton Township  
Macomb Intermediate School District

#### November 1 & 2, 2007

Dimondale ( near Lansing)  
State Operations Center

Read the full article here: <http://www.michigan.gov/som/0,1607,7-192-29943-176653--,00.html>

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

## MI-SBTDC CLIENT HIGHLIGHT: Twisted Arrows 3-D Archery Range

**T**wisted Arrows 3-D Archery Range is nestled in the rolling hills of Albion Michigan. Owners (Ron and Dee Allen) came up with the idea after Ron lost his job in the spring of 2006.

Ron has years of experience as an archer and technical expertise as a bow technician. Dee has worked in the manufacturing business for years and holds a BBA. Ron's lay-off presented an opportunity for the Allen's to start a small business. Their brainstorming and planning became a reality one year later (April 2007).

The Allen's have re-claimed and transformed 20+ acres of landfill into a beautiful 3-D Archery Range where bow and arrow shooters can improve their skills while having a lot of fun in the great out-of-doors here in Michigan. Twisted Arrows had shooters visit this summer from as far away as Florida and Colorado.

Twisted Arrows opened with all new targets (MacKenzie and Delta) including full-size grizzly, bull elks, bison, caribou and much more. There are three elevated platforms which accommodate adults and junior shooters. Peewee shooters have their very own platforms too. Each platform has targets for the specific class. One target, "Shoot the Sky", is suspended 18' in the air (no backstop) for the more challenged shooters. All targets at ground level are complete with backstops, perfect for the beginning 3D shooter yet challenging enough for the seasoned veteran shooter. What sets Twisted Arrows apart is that all targets and stakes are

rotated and repositioned weekly. There are challenge (bonus) shots presented at random. Every station has bow holders for archers to hang their bows (to save their strength) as they retrieve their arrows. Shooters never know what to expect from week to week at Twisted Arrows 3-D Archery Range! The archery lanes are mowed and well maintained in balance with nature.

Next year will prove to be even better! Regular week-end hours will include Saturdays for Special Events - Fund Raisers and Sundays are open for Public Shoots. Twisted Arrows will also be taking open enrollment for Archery Leagues in the spring of 2008. Bring a partner and come in for some fun on the range.

The 2008 Season begins April 20th. Twisted Arrows Web Site is currently in early development, the domain name is setup and will be [www.twistedarrows3darcheryrange.com](http://www.twistedarrows3darcheryrange.com). Check it out in the future for events to come.

**Twisted Arrows 3-D Archery Range**  
14603 27 Mile Rd.  
Albion, MI 49224  
517-629-6586  
Owners: Ron & Dee allen  
Opened weekends - Seasonal, Weather Permitting, Call to confirm

## Frequently Asked Questions:



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## an I operate a business from home?

Yes. In fact, experts estimate that as many as 20 percent of new small business enterprises are operated out of the owner's home. Local SBA offices and state chambers of commerce can provide pertinent information on how to manage a home-based business.



This Cooperative Agreement is partially funded by the U.S. Small Business Administration. SBA's funding is not an endorsement of any products, opinions, or services. All SBA funded programs are extended to the public on a nondiscriminatory basis.

## General Business Counseling: Discovering Your Product's Benefits

**T**o identify your product's benefits, you must consider your customers' needs. Imagine yourself in your customers' shoes, talk to them directly, or conduct surveys asking about their needs and perceptions. If possible, hire an independent firm to conduct a focus group with a sample group of customers to test your product for usability and desirability. Examine customers who have purchased your product in the past.

What do their customer

profiles tell you about your product's benefits?

Once you have a basic sense of your product's benefits, you can set up systems to develop and track their evolution:

- Ask customers for suggestions for improvement.
- Pay careful attention to customer complaints and prospect inquiries.
- Train and reward employees for questioning customers and prospects to

learn what they like and don't like about your product.

- Watch your competitors. Do the changes in their product offerings suggest product benefits you hadn't yet considered?



## Small Business Tips: E-Commerce: It's Time to Get Connected

If you have not decided whether an online presence for your enterprise is worth exploring, you could be missing out on a powerful business tool.

The Internet is proving to be a significant business leveler, allowing small and medium-size companies to compete with the giants on the same global playing field.

Whether you are a consumer or a business-to-business resource, some of the most efficient marketing and selling tools are available via the Internet, and the potential of reaching a vast audience is open to you through the World Wide Web. Consider these facts: Forrester Research, Inc. estimates that 220 million North American users have online access.

Time-starved consumers are becoming more comfortable using credit and bank cards to make purchases from security-backed virtual retailers.

They comparison shop over the Internet for the best quality and cost and purchase a range of goods from groceries to high-tech products. As the electronic-consumer trade continues to soar, business-to-business E-Commerce will be even stronger.

Many larger corporations have already mandated the use of online transactions to their downstream vendors. According to the U.S. Small Business Administration (SBA), the introduction of electronic commerce in federal contracting is moving ahead, and small business owners must adopt this new business strategy to remain fully competitive.

Until recently, developing an E-Commerce Web site meant dealing with multiple companies: one to develop the Web site, one for E-Commerce integration, one to host the site, and yet another provider for secure payment processing.

Learn more at <http://sbdcnnet.org/SBIC/e-com.php>

## Upcoming Trainings & Programs:

[www.gvsu.edu/misbt/dc](http://www.gvsu.edu/misbt/dc)

### Trainings

#### **Financials with QuickBooks: Introductory Level**

October 19, 2007  
8:30 AM—5:00 PM  
Cost: \$125 per person or 2 for \$225

#### **How to Finance Your Business**

November 8, 2007  
9:00 AM—11:00 AM  
Cost: FREE

#### **E-Commerce: Intro to Online Selling**

November 13, 2007  
6:30 PM—9:30 PM  
Cost: \$50 per person or 2 for \$90

#### **Procurement 101: Selling to the Government**

November 14, 2007  
1:00 PM—3:00 PM  
Cost: FREE

#### **The Real Leadership Challenge— Getting and Maintaining Peak Performance**

November 15, 2007  
6:30 PM—9:30 PM  
Cost: \$40 per person

#### **Legal Issues in Starting a Small Business**

November 22, 2007  
6:00 PM—9:00 PM  
Cost: FREE

#### **Creating an Effective Business Plan**

November 27, 2007  
12:30 PM—4:00 PM  
Cost: FREE

#### **Financials with QuickBooks: Advanced Level**

December 7, 2007  
8:30 AM—5:00 PM  
Cost: \$125 per person or 2 for \$225



**To register for PAID  
seminars  
call (517) 483-9853**

**To register for FREE  
seminars  
Call (517) 483-1921**

**or visit [http://  
www.gvsu.edu/misbt/dc](http://www.gvsu.edu/misbt/dc) to  
register online.**

## MI-SBTDC Staff in Region 8

### Regional Center

Tom Donaldson  
Regional Director  
MI-SBTDC — Lansing  
(517) 483-1921

Gordon Ferguson  
Senior Business Consultant  
MI-SBTDC— Lansing  
(517) 483-1921

Kellie Hanford  
Certified Business Consultant  
MI-SBTDC — Lansing  
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Adrienne Jenkins  
Administrative Assistant  
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(517) 483-1921

### Satellite Center

Dennis Whitney  
Satellite Director  
MI-SBTDC — Brighton  
(810) 227-5086

### Affiliate Offices

Ionia County Economic Alliance  
Diane Smith, Executive Director  
545 Apple Tree Dr.  
Ionia, MI 48846  
(616) 527-8014

Lansing Community Micro-  
Enterprise Loan Fund  
Denise Peak, Director  
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Lansing, MI 48933  
(517) 485-4446

Shiawassee Chamber of  
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Renita Mikolajczyk, President  
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Owosso, MI 48867  
(989) 723-5149

CTFE Clinton Task Force on  
Employment  
George Contompasis, Director  
101 W. Cass, Suite A  
St. Johns, MI 48879  
(517) 224-2000



## 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

Lansing Community College  
309 N. Washington Sq., Ste. 115  
PO BOX 40010  
Lansing, MI 48933

**Got a tip or story?  
Let us know!**

Phone: (517) 483-1921 Fax: (517) 483-1675  
Website: [www.gvsu.edu/misbt/dc/region8](http://www.gvsu.edu/misbt/dc/region8)  
E-mail: [sbtcdc@lcc.edu](mailto:sbtcdc@lcc.edu)

### Finding Solutions for Growing Businesses

#### **The MI-SBTDC Business Basics**

Starting a Business?

Need more information on what to do or where to start?  
This FREE orientation will take you through the start up process,  
and answer your questions!

#### **Agenda**

- Overview of Michigan Small Business & Technology Development Center's (MI-SBTDC) Services.
- Certified Business Consultant will take you through the business start-up process, introduction to a business plan, and will discuss resources available to you in the Greater Lansing Area.
- Opportunity to ask general small business questions and receive informative answers.

\*Please call (517) 483-1921 for registration\*

\*Offered Bimonthly, Wednesdays 12pm-1:30pm \*

Lansing Community College (WCP Building Room 133)

Kellie Hanford, Certified Business Consultant

The Michigan Small Business & Technology Development Center regional office 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 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:**

**Washington Court Place  
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