



WHERE PEOPLE & TECHNOLOGY PROSPER

**Oakland County
Michigan**

Planning & Economic Development Services

**NEWS
RELEASE**

FOR IMMEDIATE RELEASE

Contact: Steve Huber, Marketing & Communications Supervisor
Oakland County Economic Development & Community Affairs
248-858-1848

October Business Workshops Offered By Oakland County

Waterford, Michigan – October 2, 2009 - Business owners and entrepreneurs who need assistance are invited to attend seminars in October, 2009 offered by the Oakland County Business Center. Business Basics workshops are now offered in the evenings on alternating months.

Pre-Business Research - Are you thinking of starting your own business and want to research your business idea? Are you a business owner who wants to understand which research sources to use for your business plan and where to find the information you need? The class is held on Thursday, October 8, from 6:00 p.m. to 9:30 p.m. at the Oakland County Executive Office Building Conference Center, 2100 Pontiac Lake Road, west of Telegraph, Waterford. For location specifics and pre-registration, visit our website at oakgov.com/peds/calendar, or call (248) 858-0783. Presented by The Entrepreneur's Source, Oakland County's Business Center, Market Research Department, and Research Librarian. This workshop is free, but pre-registration is required.

Start a Business is a seminar for anyone thinking about going into business. Participants examine their entrepreneurial skills, learn how to implement their ideas and receive a list of pitfalls to avoid when starting a business. The class runs from 6:00 p.m. to 9:00 p.m. on Thursday, October 15, at the Oakland County Executive Office Building Conference Center, 2100 Pontiac Lake Road, west of Telegraph, Waterford. For location and pre-registration, visit our website at oakgov.com/peds/calendar, or call (248) 858-0783. The fee is \$30. No refunds.

-- more --

L. Brooks Patterson, Oakland County Executive

2100 Pontiac Lake Road, Bldg. 41W | Waterford, Michigan 48328-0414

(248) 858-0720 Fax: (248) 975-9555 | www.oakgov.com/peds

October Business Workshops Offered By Oakland County - page 2

Legal & Financial Basics for Small Business - This workshop covers many of the key legal and financial issues faced by both new and existing small businesses in Michigan. The program initially focuses on the many management and liability concerns faced by entrepreneur, as well as today' tax consequences. The program also provides solutions and techniques for business concession and individual investment and retirement planning. The class is held on Tuesday, October 20, from 9:00 a.m. to Noon at the Oakland County Executive Office Building Conference Center, 2100 Pontiac Lake Road, west of Telegraph, Waterford. For location specifics and pre-registration, visit our website at oakgov.com/peds/calendar, or call (248) 858-0783. Presented by Carter & Affiliates, P.C. CPA & Retirement Specialist. This workshop is free of charge, but pre-registration is required.

Attend the **Eighth Annual Oakland County & Southern Oakland County Chapter NAACP Bid & Brunch Matchmaking Event** on Wednesday, October 21st, 2009, from 10:00 a.m. to 3:30 p.m. at the Southfield Pavilion, 26000 Evergreen, Southfield. This Event is a must for small- to mid-sized minority and women business owners. Come face-to-face with over 100 purchasing professionals and identify sourcing opportunities through a match-making process (10 minute limit/company). Sponsored by Oakland County Business Services and Southern Oakland County Chapter NAACP. Business owners/attendees: \$75 per person at the door. For more information, visit our website at oakgov.com/peds/calendar, or call (248) 858-2087.

Write a Business Plan is a workshop for small business owners who are developing a plan to serve as their road map to success. The class is held on Thursday, October 22, from 6:00 p.m. to 9:00 p.m. at the Oakland County Executive Office Building Conference Center, 2100 Pontiac Lake Road, west of Telegraph, Waterford. For location specifics and pre-registration, visit our website at oakgov.com/peds/calendar, or call (248) 858-0783. The fee is \$40, which includes all materials. No refunds.

-- more --

October Business Workshops Offered By Oakland County - page 3

The day-to-day responsibilities of running your own business leave little time to focus on long-term vision, goals, and strategies. Find time in your schedule to spend it with **Listening to Your Business**, a half-day workshop from FastTrac. No one knows your business better than you. Listening to Your Business gives you the tools you need to take a closer look at where your business is today, what you want it to look like in three years, and the steps to get there. The class is held on Wednesday, October 28, from 8 a.m. to noon at the Oakland County Executive Office Building Conference Center, 2100 Pontiac Lake Road, west of Telegraph, Waterford. For location specifics and pre-registration, visit our website at oakgov.com/peds/calendar or call (248) 858-0783. The fee is \$95.

Marketing Your Business - Marketing is an essential of business success. All products/services must be sold to well-targeted audiences with a wide-ranging marketing mix. Our staff/SCORE counselors can guide you through successful techniques and marketing principles helping you to promote your products and services to the most promising customers-your target audience. The class is held on Thursday, October 29, from 9:00 a.m. to Noon at the Oakland County Executive Office Building Conference Center, 2100 Pontiac Lake Road, west of Telegraph, Waterford. For location specifics and pre-registration, visit our website at oakgov.com/peds/calendar, or call (248) 858-0783. Presented by the Michigan Small Business & Technology Development Center. Cost is \$40.00 (Checks Payable to E.M.U.).

-- more --

October Business Workshops Offered By Oakland County - page 4

Future Workshops

(AM) Morning Class 9 a.m. to 12/12:30 p.m.

(PM) Evening Class 6 p.m. to 9/9:30 p.m.

November 2009

04: Women's Business Certification (WBE) Orientation

05: Pre-Business Research Workshop (AM)

12: How to Start a Business Workshop (AM)

12: Small Business Loan Workshop

19: How to Write a Business Plan Workshop (AM)

December 2009

03: How to Start a Business Workshop (PM)

08: Pre-Business Research Workshop (PM)

09: How to Increase Your Sales & Grow Your Business

10: How to Write a Business Plan Workshop (PM)

The Web site address for Oakland County Planning & Economic Development
Services Workshops is www.oakgov.com/peds/calendar.

###