

Networking Hour Added to “Writing Your Business Plan” Event

MIDLAND, MI, March 19, 2007– The Great Lakes Entrepreneur’s Quest and MidMichigan Innovation Center, in partnership with the Michigan Small Business & Technology Development Center, will sponsor the discussion “Writing Your Business Plan” on Thursday, March 22nd at the MidMichigan Innovation Center in Midland. The event will begin with a networking hour at 5 p.m., followed by the presentation beginning at 6 p.m. All events are free to pre-registrants.

Bob Brentin of Dow Corning Business Development and Joseph B. Rousseau of Northwood University will guide you through the key elements of your business plan and get you started in the right direction.

This training session is designed for both first-time entrepreneurs, as well as seasoned serial entrepreneurs who wish to expand their knowledge about writing a business plan. Join the growing community of entrepreneurs attending the GLEQ/SmartZones training events and sharpen your tools for success.

Who Should Attend:

This informative seminar and panel discussion will prove invaluable not only to current entrepreneurs and startup teams, but also to individuals in established companies or research institutions who focus on developing new internal or spin-out ventures.

Specific topics addressed will be relevant for

- Aspiring entrepreneurs
- Start-up business owners
- Small company executives
- Service providers
- Established company new-business-development executives
- University researchers or technology-transfer officials

Event Details:

“Writing Your Business Plan”

Date: March 22, 2007

Time: 5:00 p.m. – 8:00 p.m.

Location: MidMichigan Innovation Center, Core Conference Room, 4520 E. Ashman Rd., Suite M, Midland, MI 48642

Admission: Free with pre-registration (required) on www.gleq.org

Details and directions to the above mentioned site are located online at www.gleq.org. All sessions are free and open to the public, regardless of intention to compete in the GLEQ business plan competition.

To register for this event and to learn more about the GLEQ’s on-going training programs for entrepreneurs - please visit www.gleq.org.

About Bob Brentin

Bob Brentin works in the Business & Technology Incubator of Dow Corning Corporation at the front end of innovation to explore and shape new business opportunities. He has extensive experience in new product and market development, particularly opportunity analysis, innovation, collaborative workspaces, portfolio management, and e-business.

About Joseph Rousseau

Joseph Rousseau is the Chair Professor of Entrepreneurship at Northwood University. Professor Rousseau received his M.A. from Central Michigan and his J.D. from Georgia State University.

About the Great Lakes Entrepreneur's Quest (GLEQ)

The GLEQ, now in its seventh year of continuous operations, is a nonprofit 501(c)(3) educational program designed to accelerate the formation of high-growth companies across Michigan. Anyone who lives, works or attends school in Michigan can participate in the educational programs and competitions at no cost. Over \$18 million was recently awarded to 10 GLEQ alumni from the 21st Century Jobs Fund, bringing the total investment into GLEQ companies to over \$38 million.

About MidMichigan Innovation Center

The MidMichigan Innovation Center is a private, non-profit organization created to provide entrepreneurs and start-up companies with a supportive and collaborative environment. MMIC connects entrepreneurs with critical resources, valuable services, flexible facilities, and entrepreneurial training and education and helps develop successful business ventures. Visit www.midmichiganinnovationcenter.com for more information on this upcoming event and MMIC.

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