

Free consultation services available for area small businesses

MARCH 07, 2024

BY SETH STAPLETON

EDITOR • SSTAPLETON@MIHOMEPAPER.COM

THE THUMB – For area small businesses looking for ways to improve and grow, there is a federal and state subsidized program available to assist.

The Michigan Small Business Development Center (MSBDC) recently announced certified small business consultant Lisa Kenny will be heading up its services in both Huron and Sanilac counties. Kenny will be in charge of providing help – free of charge – to any qualified small business in the area.

The MSBDC offers no cost one-on-one confidential counseling with small business owners through all stages of starting and growing a business, as well as a wide variety of on demand training, live classes, and other services.

Kenny has been owner and operator of her business, On Target Marketing, for the past 20 years, helping businesses by handling all of their marketing by creating highly targeted plans to reach more customers like their best customers, using a variety of both traditional and digital media.

The MSBDC originally hired her in October 2007 to work with businesses in the Thumb and Midland/Bay/Saginaw counties, where she worked with those businesses until 2015, when funding for the program dried up and she returned to doing private marketing for businesses.

Kenny said when COVID hit, she was rehired in June 2020 through September 2022, with funds from the Coronavirus Aid, Relief, and Economic Security Act, also known as the CARES Act.

This will be her third stint assisting area small businesses through MSBDC.

“Generally speaking, in times of economic crisis, there is more funding, and in a strong economy, the funding is less,” said Kenny. “During the COVID crisis, we had the largest number of clients and consultants of all time. Recently the MEDC (Michigan Economic Development Corporation) awarded a 3-year grant to expand services in rural areas, and that is what brought me back.”

Added Kenny: “I am so excited to be back! Helping entrepreneurs to start and grow their businesses is a passion of mine, and being a MSBDC Certified Small Business Consultant allows me to work with Thumb businesses for no cost to them. The basics of good business have been the same for decades, but entrepreneurs have faced some big challenges through COVID, constantly changing technology, and inflationary costs skyrocketing.”

With the MSBDC program, Kenny outlined what services she will be able to provide:

“Through confidential one-on-one counseling, we work directly with a business owner on all aspects of their business including writing a business plan and/or marketing plan, assistance with loan packages, understanding financial reports, market research, buying or selling a business, growing the business, personnel management, sales strategy, government contracting, and more,” she said. “The MSBDC also offers free training seminars in person or on demand virtually, on subjects from writing a business plan, cybersecurity, Quickbooks, digital marketing, and more. For more advanced, existing businesses, we offer specialty consultants that help with exporting, growth strategy, patents, and accessing services specific to technology companies.”



Easily auto-generate product descriptions with AI tools.

“The Michigan SBDC has consultants with a wide range of business knowledge and specialties, and we work as a team to help each business reach their goals,” Kenny said. “People thinking of starting a business should connect with us, because we can help you develop a business plan to see if the idea is feasible before you spend a dime, and help you find the best location, assist with projected financials, and get you ready to meet with a lender. A strong business plan is required for any business loans and is used as a roadmap for where your business will go.”

To apply for help from the MSBDC, go to its website at www.michigansbdc.org/get-started/, and you can request counseling or register for training.

MSBDC is funded by the Small Business Administration at the federal level, and Michigan Economic Development Center and partner universities at the state level.

Related Stories by Huron County View

[Go To The Front Page Section](#)



Overboard!

A Huron County Sheriff's Office Dive Team member takes a plunge during a training exercise last week. For more photos...



Dive training integral to team's performance in emergency situations

CASEVILLE – Simulating an emergency situation is a very important part of the training process for the Huron County Sheriff's...



VIEW secures fourth consecutive MPA Newspaper of the Year

BAD AXE – The Michigan Press Association recently announced the winners of its annual Better Newspaper Contest. During the MPA's...

[Load More](#)

