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# Small business consultants empower Thumb-area entrepreneurs to achieve success

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**LAPEER COUNTY** — Entrepreneurs and small business owners in Thumb area are receiving support and guidance from the Michigan Small Business Development Center (MI-SBDC), empowering them to navigate challenges and achieve significant growth in a competitive business environment.

The MI-SBDC, equipped with a team of highly skilled and experienced business consultants, provides no-cost and confidential counseling services tailored to entrepreneurs at all stages of business development — from inception to expansion. Through personalized coaching, workshops, and webinars, entrepreneurs gain essential skills and the confidence required to overcome obstacles and capitalize on opportunities.

“Small businesses are the backbone of our economy, but they often need strategic insights and tailored solutions to thrive,” said Janis Mueller, regional director for the MI-SBDC I-69 Trade Corridor Region. “Our mission is to equip entrepreneurs with the tools and knowledge needed not only to survive but to excel and grow.”

Two seasoned business consultants, Lisa Kenny and Kris Reinelt, have recently rejoined the MI-SBDC team, bringing a wealth of experience and a deep understanding of entrepreneurship to the Thumb Area. Lisa Kenny, serving Huron and Sanilac counties, and Kris Reinelt, serving Lapeer and Tuscola counties, are dedicated to empowering small businesses through personalized guidance.

“Starting and running a business is challenging, but with the right guidance, it can be incredibly rewarding,” said Kris Reinelt, MI-SBDC Business Consultant. “As a small business consultant, my goal is to provide entrepreneurs and business owners with the tools and resources they need to succeed.”

In addition to its core services, the MI-SBDC is a key partner in the newly launched Eastern Michigan Small Business Network, a collaborative effort facilitated by the Economic Development Alliance (EDA) of St. Clair County. This initiative, covering St. Clair, Huron, Lapeer, Tuscola, Genesee, Sanilac, and Shiawassee counties, offers comprehensive business support and resources, including a cohort program with personalized coaching, mentoring, and up to \$7,000 in essential support services.

“Every business can benefit from working with the MI-SBDC,” said Lisa Kenny, MI-SBDC Business Consultant. “Our services help you navigate challenges, outperform competitors, and achieve success in a dynamic marketplace.”

Entrepreneurs and small business owners in the Thumb Area are encouraged to explore MI-SBDC’s services by visiting [michigansbdc.org/get-started](https://michigansbdc.org/get-started). To get started with free business counseling, sign up today by completing a Request for Business Services form at [michigansbdc.org/get-started/business-consulting/request](https://michigansbdc.org/get-started/business-consulting/request).

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