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> Inaugural Immerse Summit aims to empower Genesee County entrepreneurs, small businesses

Business Community Events Headlines

Inaugural Immerse Summit aims to empower Genesee County entrepreneurs, small businesses

by Tanya ⌚ August 30, 2024 💬 0 👁 171

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Event to offer expert-led workshops, networking opportunities, key resources and new awards program

(FLINT, Mich. Aug. 29, 2024) Looking to transform your business idea into reality or take an existing operation to the next level? Then you may not want to miss the first-ever Immerse Entrepreneurial & Small Business Summit on Wednesday, Sept. 25. This day-long event – hosted by the Flint & Genesee Small Business Support Hub in partnership with the eTEAM – aims to empower Genesee County entrepreneurs and small businesses by equipping them with the knowledge and skills they need to start, grow and succeed in today’s competitive market.

The event – sponsored by the Flint CRA Bankers Forum and The State Bank – is provided at no cost to attendees and will be held from 8:30 a.m. to 3:30 p.m. The day will include motivational talks, multiple breakout sessions and opportunities to network with local resource providers, bankers and fellow entrepreneurs.

“The Immerse Summit is for anyone who wants to invest in their professional growth and drive their

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Genesee Economic Alliance, a division of the Flint & Genesee Group.



Hamlet added: “Attendees will not only gain invaluable insights and practical tools but also connect with a community of like-minded professionals who can support their journey. It’s a chance to turn aspirations into actionable strategies and unlock new opportunities for growth.”

According to Hamlet, the Small Business Support Hub – a program of the Flint & Genesee Economic Alliance – is partnering with the eTEAM on several aspects of the event, including the introduction of the new Immerse Awards. This regional collaboration brings together entrepreneurial service providers to connect local entrepreneurs and small businesses with growth-promoting resources. The Immerse Awards will recognize four eTEAM clients for their remarkable market growth, innovation and exceptional customer service.

Each attendee can attend two breakout sessions over the course of the day. Topics include:

Morning sessions

- **Food Regulations 101:** Equip your business with crucial knowledge about legal requirements for food operations. Learn how to collaborate effectively with the health department, meet regulations, and navigate the intricate landscape of food safety standards.
- **Ready for Brick and Mortar?:** As a business owner, the decision to open your first physical store is an exciting and important one. Learn about the different factors to consider when making your decision.

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established business, selecting the right legal structure is crucial for success. In this session, you'll explore the various structures available and delve into the legal requirements surrounding consumer service offerings.

- **Strategies for E- Commerce Success:** Unlock the secrets of online success! Delve into essential marketing tactics and discover how to leverage social media and popular e-commerce platforms like Amazon, WIX, Etsy boost your online sales.

Afternoon Sessions

- **Accessing Capital:** This session will demystify the process of accessing capital through commercial bank loans. Gain insights into what to expect when applying for a loan.
- **Balancing Health and Business:** Explore health and wellness practices designed to support you on your journey, keeping you energized, focused and resilient as you navigate the challenges of entrepreneurship.
- **Marketing Across Generations:** This session will explore how to tailor marketing strategies and approaches for different age groups based on their unique preferences and behaviors.
- **Understanding Family Business Dynamics:** This session will explore the unique challenges and opportunities that arise when familial relationships intersect with business responsibilities. Gain insights for fostering a harmonious work environment while preserving family ties.

The event is free to attendees. As breakfast and lunch will be provided, pre-registration is required by Sept. 18 at [DevelopFlintandGenesee.org/immerse](https://developflintandgenesee.org/immerse).

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Flint & Genesee Economic Alliance

The Flint & Genesee Economic Alliance, a division of the Flint & Genesee Group, is the lead economic development organization for Flint and Genesee County. To build a more vibrant local economy, the Economic Alliance provides tools, resources and guidance to local companies of all sizes and stages to support their growth. The division also promotes available sites, workforce and unique assets to attract growth-oriented businesses to Genesee County. For more information, visit DevelopFlintandGenesee.org, and check them out on [Facebook](#) and [LinkedIn](#).

Flint & Genesee Small Business Support Hub

Led by the Flint & Genesee Economic Alliance, the Flint & Genesee Small Business Support Hub provides comprehensive resources and support at no cost to entrepreneurs and small business owners in Genesee County. The hub – which is also supported by partners including Doxa Development, Metro Community Development and the Michigan Small Business Development Center (MI-SBDC) – takes a holistic, customized approach for each client. All services provided through the hub are offered at no-cost thanks to funding provided by the U.S. Department of Treasury and administered by the Michigan Economic Development Corporation.

eTEAM

The eTEAM is a regional collaboration of entrepreneurial service providers working to connect local entrepreneurs and small businesses with resources to promote growth and success. eTEAM member organizations include local nonprofits, municipalities, universities and other service providers.

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Tanya

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Local doctor celebrates release of book 'Superfoods for Mental Disorders'

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Claessa Shields becomes new WBC heavyweight world champion



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Claessa "The GWOAT" Shields to throw Flint Block Party This Sunday, July 21

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ABOUT US

The inspirations and ideas for the Courier newspaper grew out of the need to provide a voice for the ecumenical community. The Courier is respected as one of the oldest and most prestigious newspapers in this region, serving this community for over 40 years.

Contact us: theFlintCourierNews@gmail.com

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