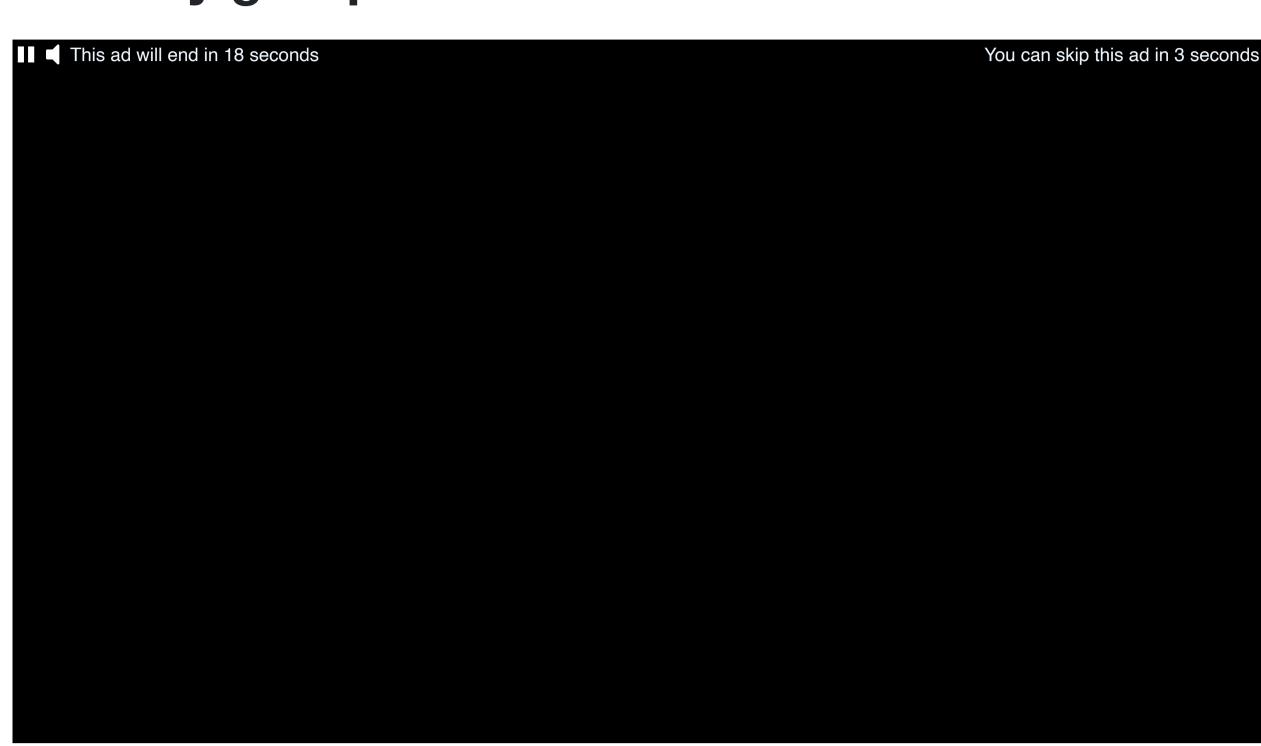
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Small business consultant instructs Houghton Country groups on financial statements



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By Colin Jackson

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HOUGHTON, Mich. (WLUC) - As spring continues, small businesses are preparing for summer tourism in the Upper Peninsula.

Over a dozen groups and businesses aimed to further prepare through a consultant presentation Thursday at The Bluffs in Houghton. It was offered by Michigan Small Business Development Center's U.P. Regional Director Daniel Yoder. This is part of the Keweenaw Chamber of Commerce's Lunch and Learn series.

"Today, we're talking about financial statements," Yoder said before the presentation. "How to read profit-loss statements and balance sheets to help small businesses understand how to use them and improving their business."

Yoder says that sometimes, people become afraid of looking at financial statements, or don't know how to admit they don't know something about them. His presentation and instruction aimed to address that.

"I just want to build a comfort level and just a little more understanding of what financial statements can do for them," Yoder continued. "And take a little bit of the fear factor out."

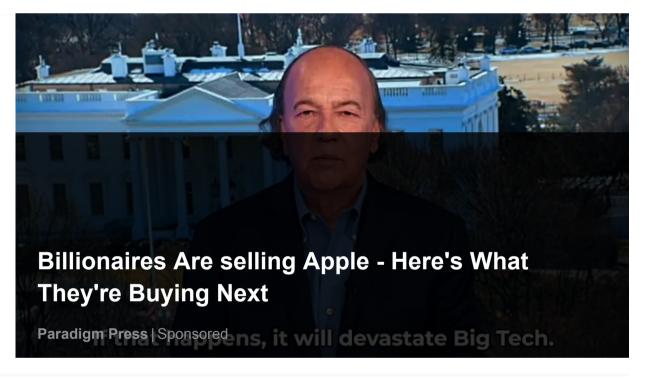
I asked Yoder how he thinks business is looking for small businesses this year. He said that he feels 'very positive'.

"Obviously, there is some economic uncertainty," Yoder added. "But small business is very resilient, and so I've always been impressed by small business owners. They leap in and find out what's working, what's not working, and they make changes. That's the beauty of small business: it's very flexible and nimble."

Yoder also encourages more small businesses to do more events and outreach opportunities. He says this will help build their community.

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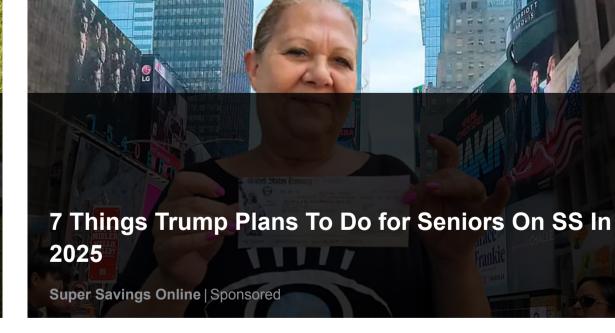
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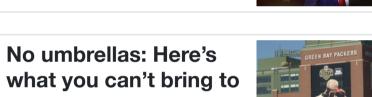
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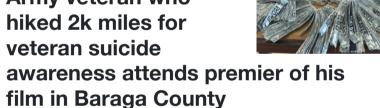
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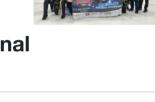


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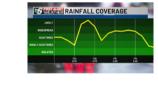
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