



WELCOME

SMALL BUSINESS RESOURCE AND FINANCING FAIR 2025

michigansbdc.org/resourcefair

Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact sbdc@gvsu.edu or 616.331.7370.

Sponsored by:

FROM THE DIRECTOR



Hello and welcome!

We're so glad you're here for the Small Business Resource & Financing Fair. At the Michigan SBDC, we know how hard small business owners work—and how valuable your time is. That's why we created this event: to make it easier for you to connect with the people and resources that can truly support your journey.

Today, you'll find a wide range of experts under one roof—ready to talk funding, marketing, certifications, and so much more. Whether you're stopping by a mini workshop, listening in on the Money Talks panel, or having a one-on-one conversation with a business support organization, we hope you leave feeling encouraged and equipped with new ideas and next steps.

Take your time, explore, and enjoy. This event is all about you—and we're here to help however we can.

Best regards,

A handwritten signature in black ink, appearing to read 'Ed Garner'.

Ed Garner



MICHIGAN SMALL BUSINESS DEVELOPMENT CENTER

WEST MICHIGAN CRA ASSOCIATION

Premier Sponsor



Our Mission is to identify the credit needs of our communities and actively promote efforts to meet the credit needs of low and moderate income individuals and geographies. We aim to serve as the education branch for our Community Reinvestment Associations.

Learn more at micraassn.com

AFFILIATED BANKS

Choice One Bank
Comerica bank
Fifth Third Bank
First Community Bank
First Merchants Bank
First National Bank of America
Horizon Bank

Huntington Bank
Independent Bank
Mercantile Bank
Old National Bank
PNC
West Michigan Community Bank

AGENDA

12:00pm EVENT BEGINS

12:45pm MONEY TALKS PANEL ●

1:00pm CONTRACTING WITH THE LOCALS ✨

2:00pm LIFE'S A PITCH ✨

2:15pm MONEY TALKS PANEL ●

3:00pm SELL! SELL! SELL! ✨

4:00pm EVENT ENDS - THANK YOU FOR ATTENDING!

✨ = DROP-IN WORKSHOP, LOCATED IN THE SPRING GR OFFICE 

● = LIVE PANEL, LOCATED IN THE FINANCE PARTNERS AREA
Hosted by our Premier Sponsor, West MI CRA Association



MINI WORKSHOPS

HOSTED BY SPRING GR
SpringGR

**ALL WORKSHOPS ARE LOCATED IN THE
SPRING GR OFFICE.**

LIMITED SEATING IS AVAILABLE.



1:00PM - 1:30 PM CONTRACTING WITH THE LOCALS

Olivia Brown
West MI Apex Accelerator

Learn how to get business from local governments, schools, municipalities, and other public entities



2:00PM - 2:30PM LIFE'S A PITCH!

Ed Garner & Marie Elliot
Michigan Small Business Development Center

Top 10 tips for winning money and services from pitch competitions



3:00PM - 3:30PM SELL! SELL! SELL!

Randy Otterbridge - RBridge Business Institute LLC
Spring GR

Grow your business by increasing your sales revenue





COMERICA BANK

Bronze Sponsor

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With 175 years of experience, Comerica Bank is committed to supporting the growth and success of small businesses. As the Leading Bank for Business, we prioritize long-term relationships and provide comprehensive financial solutions tailored to your needs. Our dedication to entrepreneurs and small businesses is at the core of everything we do. Get ready to Raise Your Expectations® of what a bank can offer for your business.



WEST MICHIGAN APEX ACCELERATOR

Bronze Sponsor

Kelsey Rhoda
Program Director
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The APEX Accelerator program in Michigan are not-for-profit organizations made up of regional offices located throughout the state. Our mission is to enhance national defense and economic development in the State of Michigan by assisting Michigan businesses in obtaining and performing on federal, state and local government contracts. Through our seminars, events, training and consultations, we work to help local businesses succeed in the government marketplace. Our services are all at no-cost for businesses.

CATEGORY DESCRIPTIONS

While we have categorized businesses into the following sections to provide guidance on the types of services they offer, we acknowledge that each business may have a wider scope of services beyond those listed. We encourage you to delve deeper into each business's profile to gain a comprehensive understanding of their offerings.

BUSINESS SUPPORT AND DEVELOPMENT SERVICES

Explore organizations that assist with contracting opportunities, workforce development needs, business designations and rankings, and promotion of local purchasing. Many also provide guidance on regulatory requirements, business compliance, and legal considerations to help businesses operate smoothly.

CHAMBERS OF COMMERCE AND ASSOCIATIONS

Access business membership associations dedicated to fostering a strong local economy. Chambers of Commerce and other similar associations work to expand the influence, access, and information required to encourage business growth and community leadership. Through events, programs, membership benefits, and advocacy, they offer the resources and insights needed to develop strong leaders, engage a diverse workforce, foster a welcoming community, and advance a vibrant business environment.

ECONOMIC DEVELOPMENT

Engage with initiatives focused on driving local economic growth, attracting investment, and generating employment opportunities to cultivate a thriving business environment.

ENTREPRENEURIAL SUPPORT SERVICES

Connect with agencies that provide a large range of resources at any stage of business. Services may include help with starting or stopping a business, growing or improving business operations, buying or selling a business, co-working space, accessing capital, or gaining training on a variety of business topics. Organizations may provide a variety of workshops, seminars, and online resources tailored to equip entrepreneurs and business owners with the knowledge and skills necessary for success.

FINANCIAL ASSISTANCE AND FUNDING

Navigate the landscape of financing options available to small businesses, including grants, loans, and investment opportunities, to fuel your business's financial growth and stability.

FOOD, AGRICULTURE, AND EXPORTING

Explore resources and opportunities within the food, agriculture, and exporting industries, offering support with market research, strategic planning, and international trade endeavors.

TECHNOLOGY, INNOVATION, AND ENERGY

Embrace cutting-edge technologies and foster innovation within your business with support, tools, and resources to streamline operations, enhance efficiency, and maintain competitiveness in today's dynamic marketplace. Explore energy solutions that can help reduce costs, improve sustainability, and optimize energy usage through available programs and incentives.

PARTNERS AND ORGANIZATIONS

BUSINESS SUPPORT & DEVELOPMENT SERVICES

ASE West Michigan
Better Business Bureau
City of Grand Rapids Economic Development Office
First Children's Finance
Grand Rapids Area Black Businesses (GRABB)
Grand Rapids Public Library
GVSU Inclusion and Equity Institute
Hispanic Center
Kent District Library
Michigan Center for Employee Ownership
Michigan Economic Development Center
Michigan Small Business Development Center
People First Economy
SCORE
U.S. Senator Elissa Slotkin
Urban League of West Michigan
West Michigan Apex Accelerator
West Michigan Public Purchasing Alliance
West Michigan Works!

CHAMBERS OF COMMERCE & ASSOCIATIONS

Grand Rapids Chamber of Commerce
Michigan Inventors Coalition
Rockford Chamber of Commerce
South Kent Chamber of Commerce
West Michigan Asian American Association
West Michigan Hispanic Chamber of Commerce

ECONOMIC DEVELOPMENT

AQUME Foundation

TECHNOLOGY, INNOVATION, & ENERGY

Grand River Makerspace

ENTREPRENEURIAL SUPPORT SERVICES

Arts Marketplace
Downtown Market Incubator Kitchen
FranNet
Grand Rapids Center for Community Transformation
MSU Research Foundation*
Muskegon Innovation Hub GVSU
Spring GR*
Start Garden
Vet Biz Central

FINANCIAL ASSISTANCE AND FUNDING

Adventure Credit Union
Arbor Financial Credit Union
Choice One Bank
Comerica Bank*
Commercial Bank
Consumers Credit Union
Fifth Third Bank
Great Lakes Commercial Finance
Grow
Horizon Bank
Huntington Bank
Independent Bank
Lake Michigan Credit Union
Lake Trust Credit Union
Mercantile Bank*
Michigan First Credit Union
Michigan Women Forward
Northern Initiatives
Old National Bank
Opportunity Resource Fund
PNC Bank
Rende Progress Capital
SBA Michigan District Office
United Bank*
West Michigan Community Bank*
West Michigan CRA Association*

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