



Subscribe



Family Sharing is here! Subscribe to Premium Access for \$1

Advertisement

MUSKEGON

# West Michigan entrepreneurs invited to free business expo in Muskegon

Published: Oct. 23, 2025, 10:02 a.m.



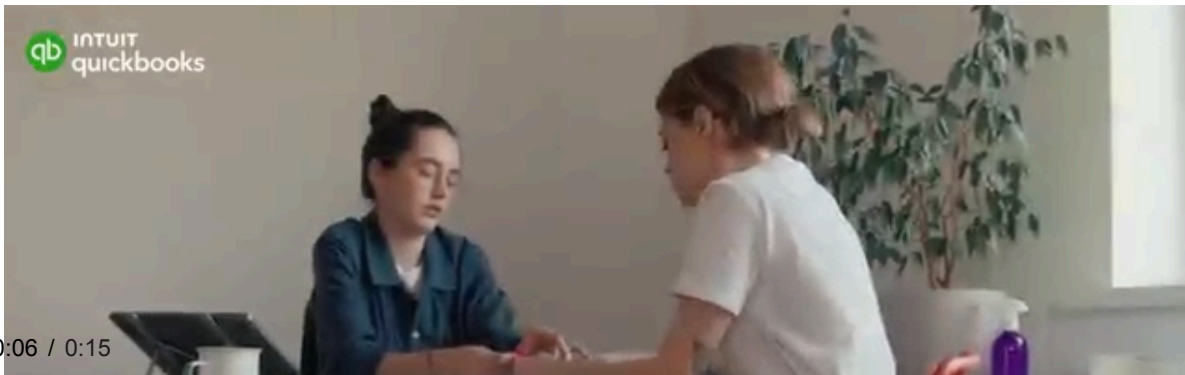
The Muskegon Innovation Hub at Grand Valley State University is set to host the inaugural Lakeshore Business Growth Expo on Wednesday, Nov. 5. Photo by Lindsay Moore



By [Ehren Wynder](#) | [ewynder@mlive.com](mailto:ewynder@mlive.com)

MUSKEGON, MI — The first-ever Lakeshore Business Growth Expo is set to take place from 4-7 p.m. Wednesday, Nov. 5, at the Muskegon Innovation Hub at 200 Viridian Drive.

This inaugural event is designed to help entrepreneurs, small business owners and professionals connect, learn and access valuable local resources.



Planning for the event was inspired by the Michigan Small Business and Development Center’s Small Business and Financing Fair, which occurred earlier this year in Grand Rapids, Ed Garner, regional director of the Michigan SBDC, said.

“We’ve seen growing demand for the topics and services featured at that event and wanted to bring this opportunity to the Lakeshore area,” he said.

Breakout sessions will cover topics such as strategic planning, AI in marketing and financing options, and will include one-on-one consultations with business experts.

Attendees also can explore over 20 exhibitor booths and enjoy complimentary refreshments.

The Michigan SBDC is organizing the event with a coalition of partner organizations, including the Muskegon Innovation Hub at GVSU, Greater Muskegon Economic Development, Muskegon Lakeshore Chamber of Commerce, Northern Initiatives, and The Chamber of Commerce Grand Haven, Spring Lake and Ferrysburg.

The event is free and open to the public. Registration is required for booths and sponsorships and can be completed at [muskegon.org](https://muskegon.org).



## Most Popular Stories by **Ehren Wynder**

---

**Costco sets opening date for first Muskegon County store**

---

**Steelcase supplier to sell off large portion of equipment**

---

**Muskegon County’s half-built hotels get new life as apartments**

---

**Michigan hotel with rumored Al Capone ties undergoing \$4.78M transformation**

---

**Lawsuit accuses Adelaide Pointe developer of defaulting on \$17M loan**

---

## Ehren Wynder

Ehren Wynder is a business and development reporter at MLive.com covering Ottawa and Muskegon counties.

✉ [ewynder@mlive.com](mailto:ewynder@mlive.com)

---

If you purchase a product or register for an account through a link on our site, we may receive compensation. By using this site, you consent to our [User Agreement](#) and agree that your clicks, interactions, and personal information may be collected, recorded, and/or stored by us and social media and other third-party partners in accordance with our [Privacy Policy](#).

---



### ▼ About Us

[Contact Us](#)

[Jobs at MLive](#)

[MLive Media Group](#)

[Our Team](#)

[Advertise with us](#)

[Accessibility Statement](#)

---

## ▼ Subscriptions

[MLive.com](#)

[Newsletters](#)

[The Ann Arbor News](#)

[The Bay City Times](#)

[The Flint Journal](#)

[The Grand Rapids Press](#)

[Jackson Citizen Patriot](#)

[Kalamazoo Gazette](#)

[Muskegon Chronicle](#)

[The Saginaw News](#)

---

## ▼ Already a Subscriber

[Manage your Subscription](#)

[Place a Vacation Hold](#)

[Make a Payment](#)

[Delivery Feedback](#)

---

## ▼ MLive Sections

[Jobs](#)

[Autos](#)

[Real Estate](#)

[Rentals](#)

[Classifieds](#)

[News](#)

[Business](#)

[Sports](#)

[Advice](#)

[High School Sports](#)

[Betting](#)

[Life](#)

[Opinion](#)

[Obituaries](#)

---

## ▼ Your Regional News Pages

[Saginaw](#)

[Jackson](#)

[Kalamazoo](#)

[Muskegon](#)

[Ann Arbor](#)

[Bay City](#)

[Flint](#)

[Grand Rapids](#)

---

## ▼ Mobile

[Mobile apps](#)

---

## ▼ More on MLive

[Video](#)

[Weather](#)

[Post a job](#)

[Archives](#)

[Classifieds](#)

[Sell your car](#)

[Sell/Rent your home](#)

[Sponsor Content](#)

[Archives](#)

---

## ▼ Follow Us

[Twitter](#)

[Facebook](#)

[YouTube](#)

[RSS](#)

---

# ADVANCELOCAL

Use of and/or registration on any portion of this site constitutes acceptance of our [User Agreement](#), (updated 8/1/2024) and acknowledgement of our [Privacy Policy](#), and [Your Privacy Choices and Rights](#) (updated 10/1/2025).

© 2025 Advance Local Media LLC. All rights reserved ([About Us](#)).

The material on this site may not be reproduced, distributed, transmitted, cached or otherwise used, except with the prior written permission of Advance Local.

[Community Rules](#) apply to all content you upload or otherwise submit to this site.

**YouTube's privacy policy** is available [here](#) and **YouTube's terms of service** is available [here](#).

[▶Ad Choices](#)