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ABOUT THE BLI

The Walsh Business Leadership

SAVE THESE DATES

Tuesday, January 12, 2010 8-9:30 a.m.

ALL QUICKBOOKS USERS are invited to attend a session on W2s and 1099s at the Troy Campus. Presenter is [Susan Virgin](#), manager, Derderian, Kann, Seyferth & Salucci. [Register for this free session here.](#)

Wednesday, January 20, 2010 8-10 a.m.

Troy Campus

Oakland County Economic Forecast presented by [Robert Daddow](#), Oakland County Deputy Executive. Last year, Bob's presentation was titled "The Perfect Storm." [Sign up today](#) to hear Bob's update. Will it be: "It's Complicated?" or "It's a Wonderful Life?" Immediately following Bob's remarks, Walsh College will announce a new partnership with the City of Troy and the Troy Chamber of Commerce to assist Troy small businesses. This event is free for Walsh College students, alumni, BLI members and members of partner organizations. Seating is limited.

Tuesday, January 26, 2010 7:15 a.m.

Troy Campus Cafeteria

B2B Networking

Register here: <https://www-secure.walshcollege.edu/SpeedNetworking/>

Join us the fourth Tuesday each month, when the Walsh College Alumni Association and BLI will host a B2B networking breakfast from 7:15 - 8:30 a.m. in the dining room/cafeteria.

Thursday, February 25, 2010 8-10 a.m.

Troy Campus

Hot Topics Workshop: Satisfaction Guaranteed

Are you keeping your customer satisfied? How do you know? Do guarantees motivate buyers? A panel of experts will provide take-home tools you can use in your business. [Michelle Lange](#), director of a new Walsh College initiative, will be among the presenters. [Register here.](#) Free for members, \$25 for alumni and partners; \$50 all others.

Thursday, March 18, 2010 8-10 a.m.

Novi Campus

Social Media for Small Business

Are you on Linked In? Facebook? Are your employees? Do you have policies in place to protect your business? Find out what every small business owner and manager needs to know about the social media frenzy. Speakers include [Brenda Meller](#), Walsh College marketing manager and [Rebecca Davies](#), attorney with Foster, Swift, Collins & Smith and more. [Register here.](#) Free for members, \$25 for alumni and partners; \$50 all others.

Thursday, April 22, 2010 All Day

Walsh College and Troy Chamber of Commerce present the **Fifth Annual Non-Profit Management Conference.** visit: www.troychamber.com for more information.

Thursday, May 6, 2010 All Day

Institute offers educational programs to increase the success and sustainability of Michigan's small and family businesses. Members and sponsors of the BLI learn from one another in Affinity Groups, from experts in Hot Topics Workshops and from role models at Michigan Business Success Story events. If you would like to explore membership or new educational programs, contact Jan Hubbard at 248-823-1392 or jhubbard@walshcollege.edu



Jan Hubbard has been managing non-profit membership and marketing programs for more than 30 years, the past 10 with Walsh College as director of corporate relations. Jan holds a bachelor's degree in communications from Western Michigan University and is pursuing a master's degree at Walsh.

Fourth Annual Small Business Conference. More details to come.

NEW AFFINITY GROUPS

New Start-Ups Group!

Email jhubbard@walshcollege.edu to reserve your spot at the table for the third meeting of the Business Start-ups affinity group, open to individuals in the process of starting a new business. The group will meet on **Thursday, January 14, 2010, 8 a.m.** at the Walsh College Novi Campus. The meetings are facilitated by Norman "Gene" Richards, an attorney with Foster Swift Collins and Smith PC. Gene has expertise in the areas of small business and business start-up. He will serve as a resource for the group that will determine its own agenda and meeting plans.

January/February Meetings

Walsh BLI Affinity Groups offer members the opportunity to become better business leaders by learning from one another. Explore the groups currently meeting and find one that's right for you. All groups meet at 8 a.m. unless noted. Locations are Walsh Novi or Troy campuses and are as follows:

- Females in the Family Business 1/28/10 Troy
- For-Profit CFOs and Controllers 2/3/10 Troy
- HR Professionals
 - 1/14/10 Novi
 - 2/28/10 Troy
- Next Generation 2/15/10 Crumpet's Troy
- Non-Profit CFOs and Controllers 1/28/10 Troy
- Quickbooks Users 1/12/10 Troy
- Small and Family Business Owners and Managers 1/13/10 Novi
- Sales & Marketing Professionals 1/12/10 Troy
- **NOW FORMING:** Business Start-ups 1/14/10 Novi

More information here: [Affinity Groups](#)

NEW FACES AT WALSH BLI



ADAMS ENTREPRENEURIAL FELLOW

John Shepherd, a graduate student in the Walsh College Master's in Management program was selected as this year's Adams Entrepreneurial Fellow. He holds a BBA from Walsh, and an associate's degree from St. Clair County Community College. He is a resident of Attica in Lapeer County where he owns and operates J&K Lawn Care. John will work with Walsh BLI sponsors on the Small Business Makeover and serve as change agent for a new initiative with The City of Troy and the Troy Chamber of Commerce to help grow small businesses in Troy. Contact John at jshepher@mail.walshcollege.edu.

ADMINISTRATIVE ASSISTANT



Cindy Rush has joined the Walsh BLI staff as administrative assistant. Her first task was to clean up the email list, so she's the one to contact if you need to update your contact info: crush@walshcollege.edu. Cindy has worked with Walsh College graduates at U.S. Farathane and Aeroquip.