

Lakeshore Entrepreneurs & Inventors Network

Business Inspiration Stories

*Inventors, Entrepreneurs, Students, Startups, Business Owners,
and All Interested Area Residents*

“FROM GLOBAL TO LOCAL”—SPRING 2012

You are invited to join us for our spring series that will educate and empower the entrepreneurial spirit on the Lakeshore. Our topics and speakers will feature ideas and resources to help you learn how to adapt and prosper in our world of constant change. Attend one or all three to learn strategies that can be applied immediately to help move your business idea forward or increase your bottom line. And of course, there's always time at each of our meetings to network and make connections with other innovators on the Lakeshore.

- **Registration is not necessary. There is no cost to attend.**
- **All meetings are held at Lakeshore Technical College**
- **Time: 6 - 8 p.m. in the Cleveland Training Room (L242)**

From I-43, take exit 137 east to LTC. Take the second (Conference) entrance, go to the north end of the parking lot. The Lakeshore Building is on the left.

How to Export Your Product to Latin America

February 20, 2012

Featured Presenter: Dani Long Noriega, All Exports Wisconsin, LLC

On this first day of Global Entrepreneurship Week, we will host a joint meeting with LINKe featuring Dani Long Noriega, a certified global business professional. She will address the concerns of an entrepreneur who is considering global trade using Latin America as an example, but the principles apply to all businesses of all sizes that are interested in exporting.

LINKe (Lakeshore International Networking & Knowledge exchange) exists "to enable the exchange of International Business knowledge through networking and education among active members from Sheboygan, Manitowoc and Calumet counties."

Promoting Excellence in Customer Service to Build Your Business

March 19, 2012

**Featured Presenters: Mary and Nate Calkins, Owner of Lake Orchard Farm
Bed & Breakfast; and Diane Unger, SCORE presenter.**

Share the journey of Mary and Nate Calkins as they implement an effective business plan to create a unique experience for guests to exceed their expectations. Their inspirational story will provide practical tips and ideas for effective marketing and describe how to keep a high level of dedication and persistence, even when times get tough.

Successfully Launching Food Products: From Farm to Market

April 16, 2012

Featured Presenter: Mary Pat Carlson, Farm Market Kitchen

Learn what a food entrepreneur must consider before launching their product idea from Mary Pat Carlson of The Farm Market Kitchen Incubator in Algoma. Mary Pat has worked with dozens of clients who want to process food and will talk about everything they need to get started – from culinary supplies and equipment to food marketing and business planning.

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