

A photograph of three business professionals (two women and one man) shaking hands in a professional setting. The background is dark blue with light blue wavy lines.

Marketing focus of  
lunch-and-learns

**Presented by Jim Roos,  
workshop outlines marketing  
plan tactics for small businesses.**

## Marketing by the Seat of Your Pants

Wednesday March 3 from 11:30 a.m. to 1 p.m.

Hammond INnovation Center, 5209 Hohman Avenue

For many small business owners, it can be difficult to delegate the time, energy and staff to craft a marketing plan. Jim Roos will showcase why owners need a sound plan and how to best allocate limited resources.

<http://isbdc.ecenterdirect.com/ConfSignup.asp?ConferenceID=10900>

## Additional information

**Cost:** \$25, which includes boxed lunch

**Also register by:** calling 219-750-1200 or emailing [innovate@calumet.purdue.edu](mailto:innovate@calumet.purdue.edu).

**Registration deadline:** 3 p.m. day before event

The NWI SBDC offers free assistance for entrepreneurs starting or expanding their businesses. Through one-on-one consulting, the NWI SBDC helps guide small businesses toward their goals by offering referrals, workshops, training opportunities and other essential business tools. It is funded in part through a cooperative agreement with the Small Business Administration, the State of Indiana and other local partners.

Funded in part through a cooperative agreement with the U.S. Small Business Administration. All opinions, conclusions, or recommendations expressed are those of the author (s) and do not necessarily reflect the views of the SBA.



The Hammond INnovation Center is a technology business incubator, a joint development of the City of Hammond and Purdue University Calumet. The center's mission is to help foster the growth and success of technology-based start-up companies in Northwest Indiana and accelerate their path to financial viability.

