

# ASME Central Michigan Section

## Professional Development Workshop Series

### Entrepreneurship

An Introduction to Entrepreneurship - The Basics  
6:00 p.m. – 10:00 p.m. Wednesday, December 18, 2002  
Superior Room, Dana Corporation, Texas Township, Michigan  
(SW corner of I-94 and exit 72)

The ASME Central Michigan Section is pleased to announce an upcoming workshop entitled...

#### *“An Entrepreneurial Overview; Is It for Me?”*

This overview is the first part of a 3-part series of information and discussion sessions on business formation. It is offered to individuals and small groups who have a serious interest in developing and starting a business. It focuses on the strategic thoughts and actions necessary for business formation and explores how these activities compare and contrast with an individual's objectives and goals.

Some of the topics covered during this program are:

- Avenues to small business ownership
- Why many small businesses fail
- The personal attributes and experience required for success in a small business
- Business plan development-the need for a road map
- The business team—selecting professional resources
- Support for business development-where do I go from here?

The \$60/person/part program fee includes a participant's workbook and supplemental materials. Advance registration and payment is required by Monday, December 9, 2002 to ensure a seat.

Dana has generously offered to provide a box lunch and refreshments for all attendees.

Blaine (Sandy) Miller of BHM Associates will conduct the workshop. Sandy has over thirty-five years of experience in business management, project planning and development, production, product development, human resources planning and administration, and financial services with both small and large firms in R&D and operations.

Mr. Miller's experiences and perspectives are drawn from a wide range of industries including veterinary and human pharmaceuticals, synthetic lubricants, mineral ore processing and multi-media software development. His recent projects have included resources/business planning, valuation assessment and compensation planning along with business management, fund development and even marketing for a non-profit health care clinic.

This diverse background gives Sandy a unique perspective and a well-developed sense of the needed people skills, along with the ability to identify essential elements in the business development and implementation process.

Mr. Miller has an undergraduate liberal arts degree with a major in chemistry from Dartmouth College and a Masters in Business Administration from Central Michigan University.

For further details and reservations, please contact Peter P. Ried, Jr. Professional Development Chair for the Central Michigan Section at (616 or 269) 327-3097 or e-mail to: [riedp1@asme.org](mailto:riedp1@asme.org).