

Upcoming Events and Seminars

Please visit [nwisbdc.org](http://www.nwisbdc.org) for updated information about these and other SBDC events and seminars.

• Launching Your Own Business Workshop

The workshop is designed to help would-be entrepreneurs determine their preparedness and ability to start a business by examining the opportunities, responsibilities and challenges involved in business ownership.

Tuesday - January 17, from 6 to 8 p.m.

Location: Hammond INnovation Center, 5209 Hohman Avenue, Hammond, 46320

Tuesday - February 21, from 6 to 8 p.m.

Location: Purdue University Academic Learning Center, 9900 Connecticut Dr., Crown Point, 46307

Tuesday - March 13, from 6 to 8 p.m.

Location: The Regional Development Company, 1757 Thornapple Circle, Valparaiso, 46385

Cost per workshop: \$25. Pre-register and pre-pay by calling 219-644-3513 or email northwest@isbdc.org.

Register online: Visit www.nwisbdc.org click Training Events, then Center & search "Northwest ISBDC."

Please visit our Web site, www.nwisbdc.org, for upcoming dates for these workshops.

• Business Plan Writing Workshop

Participants are guided through the process of creating a business plan: an essential tool for entrepreneurs looking to launch a new business or owners who are lacking this component. Each of the four sessions focuses on a different topic that is pertinent to the plan process. The series can be attended as a whole or in individual sessions.

Session 1: Company Description/Market Analysis/Research

Session 2: Competitive Assessment/Sales

Session 3: Operating Plan

Session 4: Finance

Cost: \$175 for ALL four sessions or \$50 per session.

• QuickBooks Workshops

Anna Sheets, of Accounting Made Simple, leads various workshops that focus on making the most of this software. The two-part workshops offer hands-on learning with follow-up support. The cost for each workshop is \$100.

QuickBooks Essentials Part I will outline core bookkeeping functions for new and frequent QuickBooks users. Class topics include: getting started, navigating QuickBooks, managing lists, working with bank accounts, recording sales, receiving payments, making deposits and entering and paying bills.

QuickBooks Essentials Part II will take your skills to the next level. Class topics include: payroll processing, time tracking, managing sales tax, analyzing data and custom reports, inventory, estimates and progress invoicing, customizing QuickBooks and Microsoft integration tools.

• New Workshops

The SBDC staff seeks to expand its offerings with new sessions. Region experts will be tapped to pass along their knowledge and experience on business-focused topics. More information will be available soon.

QUARTERLY
Newsletter

ISSUE
33
December
2011



9800 Connecticut Drive
Crown Point, IN 46307
ph: 219.644.3513
fax: 219.644.3682
www.nwisbdc.org

in this issue

Featured business: East Wind Acupuncture **P1**
E-Day highlights **P2**
E-Day winners, sponsors **P3**
Upcoming SBDC Events **P4**

Sign up
for this newsletter
by sending an email to
northwest@isbdc.org

Clinic flourishes from Chinese medical roots

The East Wind Acupuncture staff has been treating issues from infertility to back pain to digestive problems with traditional Chinese medicine since the clinic opened in Chesterton in 1998. Treatments include acupuncture, massage therapy, Chinese herbs, nutrition, cupping and yoga.



Laura Zaranski

"We are a traditional Chinese medical clinic that offers safe, natural and effective treatments for a variety of health problems, specializing in internal medicine, fertility and pain," Clinic Director Laura Zaranski said.

"We also offer wellness classes and yoga, tai chi and meditation classes at East Wind Studios."

Zaranski diverged from her pre-med path to follow the natural medicine route, beginning with two independent contractors when she first launched the clinic. Now, she has opened new locations in Hebron and Highland in 2011 and has 22 employees.

"Our purpose is to help people achieve optimum health with the 8,000-year-old Chinese medical system," Zaranski

Business Spotlight

said. "The system is designed to prevent disease as well as reverse health problems when they arise." Zaranski said the ISBDC assisted her with financial planning to secure a loan for the current Chesterton location and for the build-out in Highland. "They helped us get all the materials together for loans and consolidate what we needed to do and how to present it to the bank," she said. While she said challenges of business ownership include "balancing family and work and practicing Chinese Medicine in a Western medicine world," she looks forward to East Wind's future.

Zaranski hopes to further educate people on the practice of Chinese medicine and expand services to help more people as well as integrate more services into her clinic, such as working with local chiropractors.

For those considering ownership, she emphasizes the need for education. "If you are not a business person, make sure you educate yourself with business management opportunities and know all aspects of your business," Zaranski said. "Be patient and work hard."



East Wind Acupuncture is serving clients with three locations.

210 N. Calumet Road in Chesterton
219-395-9928

634 N. Main Street in Hebron
219-996-6928

9501 Indianapolis Blvd.,
Suite A in Highland
219-595-5529

For more information, visit the Web site: www.ewacupuncture.com.

Clinic Director Laura Zaranski shares her story as part of our video success series.

To hear her tale along with other entrepreneurs, visit www.nwisbdc.org, click on About Us and Success Stories.

Articles written by:
Lesly Bailey, Freelance Writer

NWI SBDC Quarterly Newsletter Issue 33 December 2011



9800 Connecticut Drive
Crown Point, IN 46307
ph: 219.644.3513
fax: 219.644.3682
www.nwisbdc.org



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.

E-Day celebrates 20 years of region entrepreneurs, champions

The 2011 Entrepreneurial Excellence Awards united region and business leaders recently to celebrate the strong small business community in Northwest Indiana.

Marking 20 years of honoring entrepreneurs, the day included a new educational event, a Leadership Symposium, which featured business-focused topics by expert speakers. E-Day also brought together past winners through the launching of an Alumni Club.

As in years past, the event remained centered around the winners who were honored at the annual luncheon.

"Economic development is a grass-roots effort. For the economic recovery, we must have entrepreneurs and small businesses growing," said Chancellor Thomas L. Keon of Purdue University Calumet as he welcomed guests to the luncheon.

Chancellor Keon is new to the region and PUC but he has seen the Small Business Development Center network in action during his career in college administration.

"PUC not only provides an educational platform but also provides stimulus to economic development, including working closely with the SBDC," he said.

Honorees shared their stories through video presentations and featured speakers highlighted their advice for entrepreneurs.

Keynote speaker Mary Leonard, Chief Performance Officer at Coinstar, Inc., cited conviction, momentum and spark as key to success.

"You have to believe in your idea, know your industry and timing is key," Leonard said. "Your idea has to be sustainable. Fuel innovation by igniting new ideas. This could be your time. Go for it!"

Lifetime Achievement Award winner John Barney was recognized for his



Photos by Legacy Photo Design

At left, Jim Jorgensen, right, accepts his Garry Bradley Business Advocate of the Year Award from Brian Rusin, middle, of Peoples Bank. Garry's son, Jason, represented the family. Below, Mary Leonard, Chief Performance Officer at Coinstar, Inc., shared her expertise.

contributions in the business and community arenas.

Barney has had a hand in many businesses, including Wendy's, Rax and Burger Chef restaurants, a surgery center and an imaging center.

He emphasized the need for entrepreneurs to stay positive and to be prepared.

"Always have a positive attitude and give back to the community," he said.

"Be prepared to work hard and long hours and be proactive in your decision-making by spending time thinking of the direction of the business.

"Expect and plan for more capital than what the business plan calls for. When the company becomes successful, put aside money for a rainy day. You will have rainy days."

A surprise award was given to the luncheon's emcee, Jim Jorgensen of Hoepfner, Wagner & Evans, who was recognized for his work with the business community.

Jorgensen was named the Garry Bradley Business Advocate of the Year. The award was renamed in memory of Bradley who was a business advisor with the NWI SBDC for many years.

"Garry brought a wealth of financial expertise to his role with the SBDC and



he helped so many of our clients," said Bill Gregory, interim regional director of the NWI SBDC.

"We feel by recognizing business champions with this award, we are also celebrating all of the energy and effort Garry put forth to support the business community."

Jason Bradley attended the event to represent Bradley's family and he said his father would have been honored to be associated with this award.

Congratulations to the Class of 2011!

NWI SBDC Client of the Year

Rich Thiel
Midwest PGM

Small Business Journalist of the Year

Chris Mahlmann
ValpoLife/PortageLife

Small Business Financial Advocate of the Year

Gregg Holley
Citizens Financial Bank

Minority-Owned Business of the Year

Frances (Pat) and Linda Holmes
Pediatric, Infant and Family Home Health Care Services

Family-Owned Small Business of the Year

Daniel J. and Laurie Rohder
Rohder Machine and Tool, Inc.

Woman-Owned Business of the Year

Theresa Valade
Success Trek

Emerging Business of the Year

Steve Arndt
Above the Tracks LTD

Revolutionary Technology Company of the Year

Frank Szczepanski
IV Diagnostics

Entrepreneurial Success of the Year

Kurt Minko
Retro-Tech Systems, Inc.

Small Business Person of the Year

George S. Kucka
Fairmeadows HomeHealth

Lifetime Achievement Award

John Barney
Barney & Associates

Garry Bradley Business Advocate of the Year

Jim Jorgensen
Hoepfner, Wagner & Evans



We appreciate the support of our sponsors

Platinum Sponsors

Purdue University Calumet
Centier Bank
Greater Valparaiso Chamber of Commerce
NIPSCO

Gold Sponsors

Indiana University Northwest
Ivy Tech Community College
BMO Harris Bank

Silver Sponsors

First Midwest Bank
Regional Development Company

North Coast Distributing
Hoepfner, Wagner & Evans
Construction Advancement Foundation
Laciak Accountancy Group, P.C.
Citizens Financial Bank
Peoples Bank
First Financial Bank
Purdue Research Park

Event and Media Sponsors

Building Indiana News
Northwest Indiana Business Quarterly
The Times Media Company
Legacy Photo Design