

We have new authors.
This month we are
bringing back BOTH

Chatting with
the Experts
&
Who's the Next
Big Thing?

Michiana
"Shop & Greet"
pg.20

SMALL BIZ FORWARD

VOL, 22 NO. 3
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Michiana Shop & Greet Community

Gillespie Conference Center, South Bend, IN March 26, 2015 (12:00pm – 8:30pm)

Michiana Shop & Greet Fashion Show & Luncheon; 12:00pm – 2:00pm:

Michiana Shop & Greet begins at 12:00pm at the Gillespie Conference Center on March 26, 2015 to celebrate Michiana! This event is designed to empower, engage and enhance community support throughout Southern Michigan and Northern Indiana. Local business owners, volunteers and non-profits have gathered together in support of one another. We encourage you to join in the festivities beginning with the Roadshow Boutique, fashion show and luncheon hosted by Your Business Needs Fans, Kerri's Avenue Salon and Goodwill Industries of Michiana. Kerri Spencer owner of Kerri's Avenue Salon will Emcee the fashion show with local news anchor Steve DuVal from FOX28. "The fashion show was added this year to enhance our business community, the busy mom or student. This is an opportunity to learn how to transition from a busy work day to the comfort of knowing you fit in where ever you go," states Karen Bachert, President of Your Business Needs Fans. You will have the opportunity to learn more about Hello Gorgeous, Dismas House & Goodwill Industries of Michiana. Fashion Show & Luncheon Tickets are available online at www.YourBusinessNeedsFans.com or call 574.344.8895. Tickets are \$35 which includes the \$10 Michiana "Shop & Greet Experience" where you can shop the vendors with your Michiana Experience Bucks at over 20 vendors in your community!



Michiana Shop & Greet Expo; 2:00pm – 8:30pm:

Michiana “Shop & Greet” Expo will begin promptly at 2:00pm with opportunities to shop the vendor booths and Goodwill’s Roadshow Boutique. Browse, meet and greet, and get to know Michiana a little better. Join in the fun on March 26th by purchasing your tickets today for the “everyone shops experience.” Everyone attending will receive \$10 in Michiana Bucks to shop with their admission fee of \$15. *“This is a perfect opportunity for community involvement! Prior to attending this event I was a student looking for new opportunities to give back, strengthen my resume and network. Karen Bachert the President of Your Business Needs Fans has given me the strength to make a difference,”* comments Katie Pacey Public Relations Specialist of Goodwill Industries of Michiana. This is a wonderful opportunity to support your community by shopping, networking and keeping businesses growing in our own backyard. Attendees will receive all-day, come & go admission to the expo plus \$10 in Michiana Experience Bucks.

Door prize giveaways begin at 3:30pm, followed by Kerri Spencer of Kerri’s Avenue Salon emceeing the Business Builders Speed Networking at 5:30 with more than 20 business and networking groups represented. LIVE Charity Auction at 7:00 and DJ party package giveaway at 8:00pm will be emceed by

Karen Bachert, Community Outreach Coordinator and Facilitator of Michiana Shop & Greet. Ann’s Younique Products, is the Paddle Sponsor for the LIVE Charity Auction and owner, Ann Hudson will be our “Vanna”. Be sure to stop by our Auction Table and check out the items that will be auctioned to benefit each of our charities (Goodwill Industries, Dismas House, Hello Gorgeous and the work of our honored volunteer and Freedom Fighter, Margaret Matthews from Better Way Imports).

Special thank you to all our sponsors: Business Success Unlimited, WSMK Radio 99.1, WNIL Radio 1290am, ProForma Printhouse, Premier Women of Michiana, Kerri’s Avenue Salon, IEntertain, LLC. All are invited to join us for a pre-event After Hours presented by Four Flags Area Chamber of Commerce as Michiana “Shop & Greet, WSMK Radio and WNIL Radio celebrate the launch of the all new WNIL Radio Station and our third annual Michiana “Shop & Greet. This Four Flags Area Chamber of Commerce After Hours will be held 5-7:00pm, March 18 at the new WNIL Station, 210 S. Philip Rd., Niles, MI. More information about the After Hours, please contact the Four Flags Area Chamber of Commerce. More info about the Fashion Show & Luncheon and the Michiana “Shop & Greet” Expo, visit our website www.YourBusinessNeedsFans.com, or call 574.344.8895



Michiana "Shop & Greet"

March 26, 2015, 12:00-8:30 p.m

Saint Mary's Campus - Gillespie Center
53995 Indiana State Road 933 - South Bend, IN

- 12:00-2:00 "Fashion Show / Talk Show Luncheon" supporting Goodwill Industries, Hello Gorgeous & Dismas House
- 2:00 Sneak Peak Preview of Charity Auction Items
- 3:30 Door Prize Give a ways
- 4:00-6:00 LIVE Radio Broadcast with WSMK Radio
- 5:30-6:30 Business Builder Networking with Kerri Spencer, Kerri's Avenue Salon
- 7:00 LIVE Charity Auction supporting Goodwill Industries of Michiana, Dismas House, Hello Gorgeous and Better Way Imports Freedom Fighter, Margaret Matthews
- 8:00 DJ Party Package Give Away provided by IEntertain, LLC
Advertorial Marketing Campaign Drawing with Nancy Becher, Publisher *Small Biz Forward Magazine*



Karen Bachert

President Your Business Needs Fans
Michiana "Shop & Greet" Host



Steve DuVal

Fashion Show Emcee
Fox 28 Anchor



Kerri Spencer

Fashion Show Emcee
Kerri's Avenue Salon

Small Biz

VOL23 NO3

Forward »



SUFFERING FROM SMALL
BUSINESS BURNOUT?

TIME FOR THIS AND
TIME FOR THAT

MULTI-TASKING
MYTH

FREEDOM

HOW TO
BE YOUR OWN
PUBLICIST

A DAY IN THE
LIFE OF AN
ENTREPRENEUR

WORKING SMARTER IN
A CROWDED MARKET

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Special Section:

Michiana Shop & Greet Expo



Support Local Charities and Embrace the Power of Shopping Locally.

All who live (and do business) in Northern Indiana and Southern Michigan are invited to attend the Michiana Shop & Greet Expo on March 31, 4-8:30pm at Century Center, South Bend, Indiana.

» Karen Bachert

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Now in its fourth year, this event takes to a new stage in the beautiful Discovery Ballroom at Century Center downtown—"a perfect venue to bring all of Michiana together to shop and to support our local area non-profits" says Event Organizer and Non-Profit Supporter, Karen Bachert adding "Shopping and doing business in Michiana is good for our economy-supporting local charities is good for our soul!"

The uniqueness of this event is quickly discovered at the door, as each guest is handed \$7 in Michiana Bucks to shop with, an idea that came to the founder of this event when she discovered the impact shopping locally has on our community. "Come prepared to shop and we know you'll find a great Michiana shopping experiences," says Jackie Appleman, spokesperson for Downtown South Bend and Michiana "Shop & Greet" Expo Advisor. Shopping locally continues throughout the entire event with more than fifty vendors and Early Bird Specials starting at 4:00. Lots of shopping, lots of fun things happening with Chicago Club Entertainer and DJ, Cero Rowland, providing the music and WSMK broadcasting live during the event.

Our Cocktail Party for Charity and our new "Champagne and Bling" Give Away sponsored by Belle of the Ball Wedding & Event Planner starts at 5:00. So come early and join Angie Anderson to toast your favorite charity with one charity winning \$250 and one guest winning a beautiful Swarovski crystal necklace.

Then at 5:30, the "Pitch to Michiana Sharks" Networking begins with Emcee Kerri Spencer and Sponsor Jayne Flannigan, representing Michiana Women in Construction and Michiana Brick. Five Michiana Business Owner Judges and one business winner! Come to watch or come to play! It's going to be fun!

CONTINUED »



Charity Auction: Always a Hit!

Just when you think the Michiana “Shop & Greet” Expo couldn’t be any more fun, the attention turns to LIVE Auction time as everyone is invited to grab the auction paddles and join in the fun.

It’ll all happen Center Stage with the showcasing of some fabulous items, each specially chosen to help raise money for our charities—Goodwill Industries of Michiana, Dismas House, YWCA and Hello Gorgeous.

In addition, Michiana “Shop & Greet” guests will find a wide variety of auction items sprinkled throughout the ballroom available for bidding throughout the event. Bidding on all items will conclude at the close of the 7:00pm Fashion Show for Charity.

Here are a few of the items in this year’s show:

- Disney Amusement Park Package
- Michiana Golf Outing for Four
- Hot Air Balloon Adventure
- Custom Designed, Granite Countertop
- “Uncork the Cork” Package



A fabulous, party-attire Fashion Show and Charity Auction will start at 7:00. Our Emcee Host, Kerri Spencer, Kerri’s Avenue Salon, will be joined by Celebrity Hosts, Allison Preston and Faran Fronczak, Fox 28 News Anchors, promising everyone a really good time. The fashions for the show will include a variety of men, women and children party styles provided by Goodwill Industries, Little Princess Treasures and Bella’s Boutique—all especially chosen, shopper-friendly Michiana area boutiques.

As the models take to the runway with more than fifty gorgeous outfits, we’ll meet leaders of our 2016 Michiana Charities—Goodwill Industries of Michiana, YWCA, Hello Gorgeous and Dismas House and we’ll learn more about the work they are doing in our community. Also, to help raise more money for our charities, we’ll present LIVE Charity Auction items during the Fashion Show and let the bidding begin. (Note: More silent auction items will also be offered throughout the exhibit hall during the entire event.)

The highlight of the evening will be the presentation of our 2016 Angel Award which will be presented to Maria Kaczmarek, President of Dismas House, in appreciation for her major contributions to those in need in our community.

Tickets for the Expo are only \$12 (including all the happenings of the day) and are available from any of our charities or boutiques or online at www.shopandgreet.com with \$7 in Michiana Bucks to spend at the show, going back to each ticket holder at the door. Tickets at the door are \$15. »»

Our sponsors include: Fox 28, Proforma Printhouse, Support Michiana, WSMK Radio, WNIL Radio, Business Success Unlimited, Small Biz Forward Magazine, Braggadoccio Productions, Bella’s Boutique, Little Princess Treasures, Kerri’s Avenue Salon. More information on Facebook at [Facebook.com/shopandgreet](https://www.facebook.com/shopandgreet) or www.shopandgreet.com.



Shopping and doing business in Michiana is good for our economy. Supporting local charities is good for our soul.

Karen Bachert



Champagne & Bling Give Away Helps Raise Charity Cash.

Already planning on attending the fourth annual Michiana Shop & Greet at Century Center on March 31, 2016? Vendor Shopping, Charity Fashion Show and even a LIVE Auction are all happening at the event. In addition, for the first time this year, they are adding the “Champagne & Bling” Charity Celebration sponsored by Belle Behind the Ball Wedding & Event Planner. “It’s going to be fun and a great way to support our charities” says Karen Bachert, Michiana Shop & Greet host.

“Champagne & Bling” will kick off at 5:00 when the first 25 charity supporters begin to step forward with a \$10 donation towards our “Charity Cash” and cast their vote for their favorite—Hello Gorgeous, Goodwill Industries of Michiana, Dismas House or YWCA. As a thank you for their donation, each person will receive a glass of champagne and someone will win a beautiful Swarovski crystal necklace. Then, once the last glass of champagne is given and last vote is cast, Angie Anderson, Belle Behind the Ball Wedding and Event Planner, will tally up those votes and present the \$250 in Charity Cash to the charity with the highest number of votes. So come early and bring a \$10 bill! Your \$10 donation will help us

meet our goal of \$250 in Charity Cash and some lucky supporter will receive the beautiful necklace as our thank you gift.

Early Bird Shopping and Silent Auction starts at 4:00; LIVE radio broadcast with WSMK Radio from 4-6:00pm; “Pitch to Michiana Sharks” networking at 5:30 and Cocktail Party for Charity with a fashion show and LIVE auction will begin at 6:30. Music provided by Cero Rowland, Braggadoccio Productions.

Join in the fun of the “everyone shops experience” and be sure to pick up your \$7 in Michiana Bucks at the door. Tickets for the Michiana Shop & Greet Expo (and all the happenings of the evening) are available through our charities, at Bella’s Boutique and Little Princess Treasures or online for just \$12 www.shopandgreet.com. Ticket also available at the door for \$15. »

Michiana Shop & Greet sponsors: Fox 28, Business Success Unlimited, Braggadoccio Productions, PROforma Printhouse, Support Michiana, WSMK Radio, Kerri’s Avenue Salon, Bella’s Boutique and Little Princess Treasures.

Pitch to Michiana Sharks Networking.

Calling all networking enthusiasts and entrepreneurs with passion for your business! Here's your chance to tell your story, get your business noticed and maybe even win \$250 in prizes. All you need is a business card and your own 60-second introduction. It's all happening at Century Center, downtown South Bend at our fourth annual Michiana Shop & Greet Expo on March 31, 2016. Expo begins at 4:00 with local shopping and a chance to support local charities too. Then at 5:30, our Emcee, Kerri Spencer and "Pitch to the Michiana Sharks" sponsor, Jayne Flannigan, Owner of Michiana Brick and President of Michiana Women in Construction, will get things started speed-networking style.

Now you've heard about those other shark judges, right? Well how about our own Michiana Shark Judges? Yes, five local business leaders have already stepped forward to "pay it forward". Our Pitch Judges will choose the prize-winning pitch of the night and present \$250 in Gift Certificates to Michiana-area businesses to our winner. Our judges include: Jerry Sarno, Strategic Partner, Schooley Mitchell; Cindy Cohen, RN and owner of C2YourHealth; Dana Trowbridge, Vice President, First State Bank; Alicia Webber, Risk Management Advisor, Healy Group.

It's going to be a great evening in Michiana! Come early and shop with our more than 50 local vendors, join in and network with other local businesses at 5:30. Stay around and

grab a glass of champagne to help us toast the charity winner of our "Champagne and Bling" Give Away and join in the fun of our Cocktail Party for Charity with a Fashion Show and LIVE charity auction supporting Goodwill Industries of Michiana, Dismas House, Hello Gorgeous and YWCA that starts at 7:00.

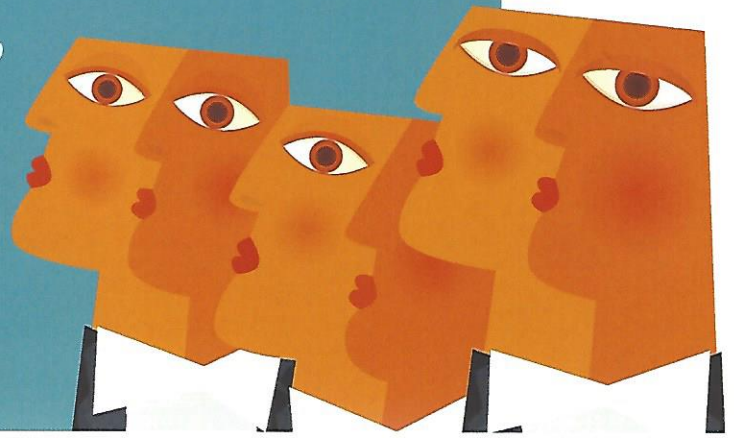
Tickets available through any of our charities or online at www.shopandgreet.com. »

Our Pitch Judges will choose the prize-winning pitch of the night and present \$250 in Gift Certificates to area businesses to our winner.

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Attention Business Owners!

Need a little help getting ready to compete in the "Pitch to Michiana Sharks" Competition? We've got you covered. Nancy Becher, owner of Business Success Unlimited and 4th year sponsor of the Michiana Shop & Greet, will be on hand with two mini workshop to help you get ready to do your "Pitch"! Nancy says, "It's your elevator speech and I have a simple three step process that really helps you get your message across. It's amazing to see my clients use this process and I am pleased to share it with everyone."



Michiana Shop & Greet Expo

Century Center
South Bend, Indiana
March 31, 2016

Schedule of Events

4:00 - Early Bird Surprises / Special Offers / Silent Auction

5:30 - "Pitch to the Michiana Sharks" Networking

6:30 - Cocktail Party for Charity Begins with "Champagne & Bling" GIVE AWAY

7:00 - Fashion Show & LIVE Charity Auction

Who's going to be there?

Al Howard Photography

Aunt Bee's Quilts & More

Bella's Boutique (sponsor)

Belle Behind The Ball Wedding & Event Planner (sponsor)

Bendix Coffee

Boulanger's Barberie

Braggadoccio's Productions (sponsor)

Business Success Unlimited (sponsor)

C2Your Health

Castle Windows

Costco Wholesale

Cheri Hallwood, Children's Author

Creative Corner

Discovery Toys

Dismas House of South Bend

DJ - Dr. Spiniker, WSMK Radio

Downtown South Bend

First State Bank

Forever Young Publishers

Fox 28 TV (sponsor)

Goodwill Industries of Michiana

Hello Gorgeous of H.O.P.E., Inc.

Indiana Adoption Program

Infinity Travel Time

It Works (Kerri's Avenue Salon)

Jamberry Nails

Juice Plus

Kerri's Avenue Salon (sponsor)

Le-Vel

Little Princess Treasures (sponsor)

Make Up Mafia/Younique

Mary Kay

Michiana Brick/Michiana Women in Construction (sponsor)

Nerium

Paid2Save

Paycation

Perkins Restaurant/Healthy Chocolate

Premier Woman Networking

Proforma Marketing (sponsor)

Sam's Club

Scentsy

Sell It Again Jo

Silpada

Simplee Stated Gifts

Simply Said

Support Michiana (sponsor)

The Center for Protection, Security & Personal Safety

The Healy Group

Thirty One

Women Business Owners of Michiana

WNIL Radio, the Voice

WSMK Radio 99.1 (sponsor)

YWCA

Your Business Needs Fans (host)