



## Press Release

Lansing Community College  
P.O. Box 40010  
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FOR IMMEDIATE RELEASE  
January 6, 2010

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### **UPCOMING EVENTS FOR LCC'S 'OWN A BUSINESS, OWN YOUR FUTURE' INITIATIVE**

LANSING – LCC's K-12 Relations' Own a Business, Own Your Future Initiative has planned several programs to help entrepreneurs achieve their goals:

***Recharge Entrepreneur Weekend***  
**LCC East Campus (East Lansing)**  
**January 15 - 16, 2010**

- Friday, January 15, 2010: 6:00pm - 8:30pm
- Saturday, January 16, 2010: 9:00am - 4:00pm

***Re-Invent, Re-Tool, Re-New and Re-Ward Yourself!***

**Free Registration to Existing Business Owners** Whether you are a new entrepreneur, an established owner, or somewhere in between, this weekend is designed with your needs in mind. Connect with entrepreneurs like yourself, discover lessons learned, and learn from experts. For more information, go to <http://www.lcc.edu/ece/entrepreneur/>  
**Registration deadline January 8, 2010.**

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***Own a Business, Own Your Future: Youth Entrepreneur Pitches and Panel***  
**LCC West Campus**  
**January 21, 2010**  
**9am to 2 pm**

High school seniors who have a business or intend to start a business by graduation will have an opportunity to share their business plans and pitch their businesses to a team of judges (local entrepreneurs) for a cash prize at LCC's 2nd annual youth entrepreneurship event. Students at all levels are welcome to attend on the 21st as guests, but only seniors can compete for the awards. A panel of local entrepreneurs will also talk about their experience starting, building, and sustaining their businesses and take questions from the audience. For more information or to

register contact LaVella Todd at [toddl@lcc.edu](mailto:toddl@lcc.edu) or (517) 483-9907. **Registration deadline January 14, 2010.**

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***Entrepreneurial Academy***

**LCC West Campus**

**January 22 - 23, 2010**

- Friday, January 22, 2010: 9:00am - 5:00pm
- Saturday, January 23, 2010: 9:00am - 4:00pm

Whether you are just getting started or already selling your product or service, the Entrepreneurship Academy teaches you about the necessary components of a successful business structure. In this 15-hour workshop, you will learn how to describe the structure of your own business venture, including legal, financial, and management considerations. Upon completion, you will have the skills and information required to write a formal business plan. There is no cost to this workshop. For more information, call: (517) 483-5202.

**To register call (517) 483-9853. Registration deadline January 18, 2010**

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***Own a Business, Own Your Future: You Call the Shots***

**LCC Dart Auditorium**

**January 26, 2010**

6:00 pm to 7:00 pm - Meet and Greet

7:00 pm to 8:30 pm - Cameron shares his Essential Secrets of Entrepreneurship

*\*Light refreshments will be served.*

8:30 pm to 9:30 pm - Reception and Book Signing, Paula D. Cunningham Administration Board Room, LCC Downtown Campus

*\*Refreshments will be served.*

Cameron Johnson started his first business when he was nine years old. At 24, he is a self-made millionaire. Cameron has been featured on CNBC's The Big Idea with Donny Deutsch, and he made it to the final round of Oprah's Big Give. He will share his story as told in his book, **You Call the Shots: Succeed YOUR way -- and Live the Life You Want -- with the 19 Essential Secrets of Entrepreneurship** from 6pm to 8:30pm in Dart Auditorium with book signing to follow.

**RSVP by January 22, 2010 to [toddl@lcc.edu](mailto:toddl@lcc.edu) or (517) 483-9907.**

For more information about the event, email [toddl@lcc.edu](mailto:toddl@lcc.edu). For more information about Cameron, go to: <http://www.cameronjohnson.com/>

Funding for events was provided by a federal grant awarded to the Mid-Michigan Innovation Team through the U.S. Department of Labor's Workforce Innovation in Regional Economic Development (WIRED) initiative. The purpose of the grant is to build regional partnerships, increase business start-ups and create new markets and market-responsive workforce solutions in the state. This Cooperative Agreement is partially funded by the U.S. Small Business Administration. SBA's funding is not an endorsement of any products, opinions, or services. All SBA funded programs are extended to the public on a nondiscriminatory basis.

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### **About Lansing Community College**

Lansing Community College is Michigan's third largest community college with more than 32,000 students attending each year. The College has more than 240 degree and certificate programs. LCC offers courses in *general education* for those interested in transferring to a four-year institution, *career and workforce development*, *developmental education* and *personal enrichment*. To meet the professional development and training needs of regional employees, the college offers customized programs for credit, non-credit and continuing education. The University Center at LCC offers students the opportunity to earn bachelor's and master's degrees from six partner universities on the downtown LCC campus. For more information, visit [www.lcc.edu](http://www.lcc.edu).