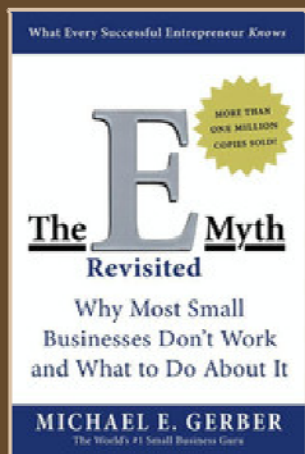


BUSINESS ADMINISTRATION READING ROUNDTABLE DISCUSSION



The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It

Publisher House: HARPERCOLLINS

Author: MICHAEL E. GERBER

Publish Date: MARCH 3 1995

OPEN
TO ALL

From Amazon.com:

In this first new and totally revised edition of the 150,000-copy underground bestseller, *The E-Myth*, Michael Gerber dispels the myths surrounding starting your own business and shows how commonplace assumptions can get in the way of running a business. He walks you through the steps in the life of a business from entrepreneurial infancy, through adolescent growing pains, to the mature entrepreneurial perspective, the guiding light of all businesses that succeed. He then shows how to apply the lessons of franchising to any business whether or not it is a franchise. Finally, Gerber draws the vital, often overlooked distinction between working on your business and working in your business. After you have read *The E-Myth Revisited*, you will truly be able to grow your business in a predictable and productive way.

Panel Discussion Guests

Bob Jones

Program Manager, Cornerstone Alliance

A graduate of Western Illinois University, Bob's professional experience includes industrial engineering, production supervision, and management consulting. Bob's more recent work experience includes the ownership of two small businesses in the industrial sales and restaurant fields. As Program Manager at Cornerstone Alliance in Benton Harbor for the past five years, Bob provides technical and business planning assistance to entrepreneurs, and is also a loan officer of the SBA Microloan Program.

Peter Colovos

President, The Prairie Real Estate Group

An area developer for commercial real estate, Peter and his team seek out properties in urban areas, where perhaps others may not see the potential. Purchasing the Action Garment Building on Main Street in downtown Benton Harbor in 2004, Peter understood the value of downtown Benton Harbor. Peter and his wife, Cynthia and their three daughters are big supporters of the community and give their time and attention to many community organizations.

Joe Allen

Senior Business Analyst, Fortune 100 Company

Joe has experience as a franchisee (owner/operator) for a national food & entertainment concept. Joe has also been focused in the area of technology and how current tools and methods can be applied to small, medium and large businesses. His background includes training, software and services development, project management and customer support.

Shanin Thomas

Co-Owner, Esoteric Trends, LLC

Shanin achieved his Master Degree from Arizona State University and an alumnus of the Mayo Clinic School of Health Sciences. He was also a founding member of Mayo Clinic Arizona's first heart transplant team. Shanin's La Dee Da Children's Boutique is currently the most "Liked" retail business in downtown Saint Joseph on Facebook.

Date: 11/16/2011 7:00 p.m.

Location: Blue Lecture Hall, Napier Campus

RSVP: Joe Zwiller, email: jzwiller@lakemichigancollege.edu