

Want to ring in the New Year with more stability? How about the advantage to watch your business grow during these hard times? There's no better time to start than now. Getting involved with the Community and other businesses will help get your name out there and help people with an understanding about your business. Joining the Minority Business Alliance will help you through these tough times in getting your name out there and networking with fellow businesses in the community.

When joining the Minority Business Alliance, it will bring you and your business several benefits and advantages that other businesses do not have. The biggest benefit you'd receive with a membership through the Minority Business Alliance will be networking. There is nothing better than free advertisement. Getting your name out there to the community, other businesses, and dignitaries will play to your advantage. Business is all about word of mouth and once you are out there, it will pay off in the future. The Minority Business Alliance hosts different events to help members network throughout the community. We pull together the community, businesses, and dignitaries as a way to help stabilize our economy and help out local businesses.

A benefit you will receive will be business seminars, special training, and workshops by experts. They will come in and have workshops for you to attend to learn beneficial information about running your own business and help you become more successful than you already are. Being informed of valuable strategies and techniques to become successful will help you become more successful in these tough economic times. Included with the informative speakers for these special events, networking plays its role here as well.

Other benefits that are available upon joining the MBA include access to Kalamazoo City, County and Road Commission Bid Lists, opportunity to work with youth, and the opportunity to become a member of the Kalamazoo Regional Chamber of Commerce for a reduced price if you are not already a member. Working with these businesses will definitely be a valuable asset for the upcoming years, especially since times are tough and the economy isn't stable.

As you can see, becoming a member of the Minority Business Alliance has several benefits, advantages, and assets for you and your business. Don't let the tough time bring you and your business down. Keep striving for success and take the measures needed to make it happen. Don't let time get the best of you. You have a shot at being the next Russell Simmons, Sean Combs, Jenny Craig, Mary Kay Ash, Rachel Ray, Jennifer Lopez or Jay-Z. All of whom are very successful entrepreneurs. The best way to start is with us. Whether you are a returning member or a new member, we are excited to make the journey with you to success. For more information, contact our office at (269) 388-3853. Existing members, start out fresh with this year's membership dues only.