



NEWS FROM THE NORTHEAST ISBDC

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Photograph Attached

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Northeast ISBDC Offers Free Small Business Assistance through Partnership with Wells County Chamber and Economic Development Office

Residents of Bluffton and Wells County who want to start or grow a small business can obtain assistance and advice through a partnership involving the Northeast Indiana Small Business Development Center (NE-ISBDC), Wells County Economic Development, and the Wells County Chamber of Commerce. On the fourth Thursday of each month, a representative of the Northeast ISBDC is available to meet with entrepreneurs and business owners by appointment at the Wells County Arts, Commerce & Visitors Center, located at 211 West Water Street in Bluffton. The one-on-one consultations are free of charge, thanks to the various Northeast ISBDC funding partners.

Wells County now has a new representative from the Northeast ISBDC, due to a shift in responsibilities among NE-ISBDC staff. Business Advisor Mary Popovich has been with the Northeast ISBDC since 2007, following a 10-year career with the Greater Fort Wayne Chamber of Commerce, where she served as vice president of communications. She formerly operated a public relations company and served as a marketing specialist for an Allen County home builder. Popovich grew up on a farm on Carroll Road, north of Fort Wayne, and is a graduate of Carroll High School. She has a bachelor's degree from Indiana University-Purdue University Fort Wayne and will complete her master's degree at IPFW in May. Popovich is trained in all aspects of small business development and specializes in marketing.



Appointments with the Northeast ISBDC business advisor are scheduled through partner referrals or through individuals completing an online survey on the ISBDC website, www.isbdc.org. For more information, contact Mary Popovich directly at (260) 481-0494 or mpopovich@isbdc.org. Although the NE-ISBDC representative comes to Wells County just once a month, appointments at other times of the month are available at the Northeast ISBDC headquarters in Fort Wayne.

Among the free services offered by the Northeast ISBDC are direction and assistance with funding sources, financial analysis, business plans, marketing and strategic planning. In addition, the Northeast ISBDC presents low-cost workshops throughout the year and offers classes targeted to small business that are available for a nominal fee through the Division of Continuing Studies at Indiana University-Purdue University Fort Wayne (IPFW). For a list of upcoming NE-ISBDC classes at IPFW, visit learn.ipfw.edu and click on Small Business Development Center.

IPFW hosts the Northeast ISBDC, which services a ten-county region and is one of ten ISBDC locations throughout Indiana. The SBDC is a Small Business Administration (SBA) program that meets the counseling and training needs of more than 650,000 start-up or existing business clients annually. To learn more about the services of the Northeast ISBDC, visit www.isbdc.org or call (260) 481-0500.

About the Northeast ISBDC—The Northeast ISBDC is hosted by Indiana University-Purdue University Fort Wayne (IPFW) and its Division of Continuing Studies, and is headquartered at the IPFW Hobson Center, 4312 Hobson Road, Fort Wayne IN 46815. The NE-ISBDC is part of the state-wide Indiana Small Business Development Center (ISBDC) network and serves a 10-county region through outreach sites that are hosted by local chambers of commerce and/or economic development offices. Funding partners include the U.S. Small Business Administration (SBA), IPFW, the City of Fort Wayne, the Community Development Corporation of Northeast Indiana, and the Whitley County EDC. For more information, visit www.isbdc.org or call 260-481-0500.