

## **Grand Connections: Small Business Education Day**

Hosted by Grand Rapids Area Chamber of Commerce & IEDC | Venue Partner: MN North College

**Date:** Tuesday, March 10, 2026 | **Time:** 9:00 AM – 3:00 PM

### **Agenda**

#### **7:30–9:00 AM**

Vendor and Panel Session Setup

#### **9:00–10:00 AM**

Registration, Welcome Remarks, Coffee, Networking & Vendor Visits

#### **10:00–10:45 AM**

##### **Panel Session 1 (Two Options):**

- Option A: Creative Financing for Small Businesses  
*(Grants, low-interest loans, local initiatives, utility programs)*
- Option B: HR & Employment Law Essentials  
*(Hiring, managing employees, (P)FMLA, Sick & Safe Time, etc.)*

#### **11:00–11:45 AM**

##### **Panel Session 2 (Two Options):**

- Option A: Creative Financing for Small Businesses  
*(Grants, low-interest loans, local initiatives, utility programs)*
- Option B: Time Management & Growth Planning  
*(Hear from local small business owners through panel discussion: technology tools, varied strategies, and approaches)*

#### **11:45–12:30 PM**

Networking & Vendor Visits, Box Lunch

#### **12:30–1:00 PM**

Keynote Speaker

*(Topic: Innovation & Resilience for Small Businesses)*

#### **1:00–1:45 PM**

##### **Panel Session 3 (Two Options):**

- Option A: Time Management & Growth Planning  
*(Hear from local small business owners through panel discussion: technology tools, varied strategies, and approaches)*
- Option B: Marketing & Customer Engagement  
*(Social media strategies, branding, customer retention)*

#### **1:45–3:00 PM**

Vendor Networking

Wrap-up

Thank You Remarks