



For Immediate Release

Contact: Anna Kendall
City of Kentwood, 269.804.1646

City of Kentwood, Wyoming-Kentwood Area Chamber of Commerce to Offer Small Business Training Program

Kentwood, Michigan, April 24, 2023 – The City of Kentwood’s Economic Development Corporation and the Wyoming-Kentwood Area Chamber of Commerce are partnering to offer a training program for small businesses in Kentwood.

Participants who complete the program will earn a free two-year membership to the Wyoming-Kentwood Area Chamber of Commerce, gaining access to the organization’s valuable network and business resources that include Executive and Management Roundtables, the Diversity Business Council, Business Networking Events and more.

“We are fortunate to have a wide variety of small businesses located in the City of Kentwood,” said Wyoming-Kentwood Chamber President and CEO Keith Morgan. “Through this training program, we’re hoping to offer these businesses some resources to help them succeed while also building connections between individuals and organizations.”

Small businesses wishing to participate in the training program will need to fill out an [application](#) online. A small fee of \$50 per person will be charged for the program, which has an estimated value of more than \$1,000. Space is limited, so individuals are encouraged to apply early on the Wyoming Kentwood Chamber’s website [here](#).

The program, which is also open to home-based businesses, will consist of four sessions, which will be held May 23, May 30, June 6 and June 13 from 3:30-5:50 p.m. in the Community Room at the Kent District Library – Kentwood (Richard L. Root) Branch, 4950 Breton Ave. SE. Participants must attend all four trainings.

Sessions will be hosted by local business leaders and cover the following topics:

- **May 23 – What is PR and Why Every Business Needs It to Win:** Discover public relations and how you can leverage creative tools and strategic communication to navigate your industry.
- **May 30 – Effective Marketing Techniques 101:** Learn more about modern marketing techniques that will help you reach new customers.

- **June 6 – Building Business Financial Knowledge 101:** Find out more about accounting, banking and proper bookkeeping practices to help your business be successful.
- **June 13 – Sales and Customer Service 101:** Get insight on strategies to help increase sales and customer retention.

Businesses interested in more information about the training or to find the application can visit SouthKent.org. Interested participants who have questions about the training program are encouraged to contact the Wyoming-Kentwood Chamber at info@SouthKent.org or 616.531.5990.

###