



*Welcome!*

## New Members/Investors

### McCormick Legacy Professional Realty

#### Austin Dale

6980 Spinach Drive, Mentor, OH 44060  
Email: [austindale@mccormicklegacyestates.com](mailto:austindale@mccormicklegacyestates.com)  
Website: [www.mccormicklegacyestates.com](http://www.mccormicklegacyestates.com)  
Phone: 440/265-4991

*We donate 10% of all commissions to charity and strive to be a positive influence and leave a lasting legacy. We are always honest and hard-working to get our clients in the best possible home. Whether buying or selling—you can count on us to have your best interests at heart.*

### The Lodge at the Lake, LLC

1447 Lake Road, Conneaut, OH 44030  
Email: [thelodge1147@gmail.com](mailto:thelodge1147@gmail.com)  
Website: [www.thelodgellc.com](http://www.thelodgellc.com)  
Phone: 440/265-9225

*Fully furnished vacation rental home with 50 acres (bow hunting). House sleeps 12 with patio, gas grill, fire pit, disc golf, close to beach and loading dock and creek nearby. The perfect place for hunting or family vacations! Close to numerous local attractions, yet private enough for true relaxation.*

### Truck World, Conneaut

780 State Route 7, Conneaut, OH 44030  
Website: [www.truckworldinc.com](http://www.truckworldinc.com)  
Phone: 440/593-6221

*Truck World Conneaut is their newest travel plaza. The facility is a 24-7 travel center servicing automotive and diesel traffic at I-90 and Route 7. The location has a 14,000 square foot convenience store, a quick service restaurant (Maverick's Bistro), Shell fuel, showers, wifi, air/vac, and sanitary dump.*



Join us at Truck World for a Ribbon Cutting and Grand Opening Ceremony this Thursday, September 24th from 3pm to 5pm!



**ECCA Payroll+**  
1600 Peninsula Drive  
Erie, PA 16505  
1-800-864-2843  
[www.goecca.com](http://www.goecca.com)

ECCA Payroll+ is a full-stack, HR service provider with solutions for payroll and tax; time and attendance; benefits administration; and employee management.

Regardless of your company's size, ECCA Payroll+ can build the HR stack that's the right fit for your organization and own human resource needs. By choosing ECCA Payroll+, you gain a unified system that has the tools necessary to care for your most valuable asset – your employees.



## Starting and Growing a New Business

Several times a year, the NEO Fund offers a formal classroom program called **Starting and Growing a New Business**.

### Who Should Attend?

- People thinking about starting a new business
- Business owners who want to grow their business
- Non Profit organizations that want to grow

### What is Covered in the Program?

#### Thinking Like an Entrepreneur

- What is the difference between a business owner and an entrepreneur?
- How do you evaluate an idea to determine if it is worth pursuing?

#### Marketing

- Identifying a product that people want
- Selecting your target market
- Promoting your product/service
- Pricing strategies
- Choosing a distribution channel

#### People

- Providing leadership-developing a mission, vision, culture
- Hiring and retaining good employees

#### Financial

- Understanding financial statements
- Developing a forecast

#### Legal

- Determining the best legal structure for your company

### What Should You Expect to Get out of the Program?

- Coaching from the instructor on developing your business plan
- Feedback from peers on ideas and approaches you are considering
- Feedback from lenders who will listen to your plan and offer suggestions
- Developing a network of peers and coaches to support your efforts going forward
- Improved skills to manage your business
- A formal business plan that you can use to manage your business and potentially use to support a funding request

### Who Is the Instructor?

Larry Polena has been the Lead Faculty for the Goldman Sachs 10,000 Small Businesses Program at Tri-C. He has worked with over 650 small businesses during his 8 years with the program. He also taught business courses at Notre Dame College and Lakeland Community College. Prior to teaching, Larry held a variety of positions in business over 34 years. His experience includes leadership roles in Marketing, Customer Service and IT with several companies including Progressive Insurance, Nationwide Insurance and JB Robinson Jewelers.

**Classes are at Conneaut Public Library (6 classes)**

**304 Buffalo Street, Conneaut, OH 44030**

**Tuesday Evenings from 5:15pm to 8:15pm (October 27-December 1)**

***Don't miss out! We can only accept 9 participants to assure proper distancing.***

Register at: <https://www.neofund.org/class-schedule/>