



Great Lakes Inter-Tribal Council, Inc.

Small Business Technical Assistance Program

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www.glitc.org

Why Do You Need a Business Plan or a Business Model?

A “business plan” is a written statement of your business goals, proposed marketing activities, intended methods of production, identified managerial and technical strengths, and expected financial results over a specified period of time. A well-planned business plan will guide you to success and profitability by answering such critical questions as:

- Who...
- Will sell what...
- To whom....
- Where...
- At what cost...
- For what price...

In order to answer these questions, you will need to define your business in detail, research the industry in which you are competing, establish realistically attainable sales goals, determine your production and operating costs, identify financial and managerial resources, and project the financial performance of your business.

A business plan is a requirement for financing your business from any financial institution.

The success of your business is largely dependent upon how well planned it is.

If you fail to plan, you can plan to fail

Small Business Lunch & Learns

ON HOLD UNTIL FURTHER NOTICE

For more information call Carolyn (715) 588-1060

Fun Facts

- ◆ While the flu virus can live outside a human body for about 48 hours, it can live on a \$1 bill for more than 10 days. This suggests you might want to wash your hands pretty thoroughly after handling money.
- ◆ Google was originally called BackRub



GLITC's Mission Statement
To enhance the quality of life for all Native people.

GLITC's Vision
The Great Lakes Inter-Tribal Council, Inc. shall be a diligent advocate for the advancement and promotion of tribal nations and communities by honoring the seventh-generation perspective.

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Emergency Preparedness Planning for Your Business

Businesses and their staff face a variety of hazards:

- Natural hazards like floods, hurricanes, tornadoes, and earthquakes.
- Health hazards such as widespread and serious illnesses.
- Human-caused hazards including accidents and acts of violence.
- Technology-related hazards like power outages and equipment failure.



The Ready Business Toolkit series on <https://www.ready.gov/business> includes hazard-specific versions for earthquake, hurricane, inland flooding, power outage, and severe wind/tornado. Toolkits offer business leaders a step-by-step guide to build preparedness within an organization. Each toolkit contains the following sections:

- Identify Your Risk
- Develop A Plan
- Take Action
- Be Recognized and Inspire Others
- Identify your risks. Know what disasters are most likely to affect your business.
- Develop a workplace emergency plan and be sure employees know it.
- Create a crisis communications plan to keep in contact with customers, suppliers and employees during and after a disaster.
- Test and practice your preparedness plans.

There is much that a business leader can do to prepare his or her organization for the most likely hazards.

Information is available for assistance with the current pandemic: <https://www.sba.gov/page/coronavirus-covid-19-small-business-guidance-loan-resources>

How the Birch Tree Got It's Burns

an Ojibwe legend retold
by Aurora Conley

The Ojibwe people always had stories to tell that had a moral. A main character who was always used was Waynaboozhoo. But it is told that you cannot tell a Waynaboozhoo story in the spring, summer, or fall, only when there is snow on the ground or it is said that a frog will be in your bed. You can put down cedar and ask to tell the story and nothing will happen to you or your bed. This is what I am told. Now this is the story about how the birch bark got its burns. Often stories have different morals or different explanations so this one may be somewhat different from others that you have heard.

It was wintertime and Waynaboozhoo's grandmother called him to her. "Waynaboozhoo, omaa bi izhaan!" she called. "Come here. It is cold and we have no fire for warmth or to cook and prepare our food. I ask of you to go to find the fire, ishkodence, that Thunderbird has in the west."

"Grandmother," Waynaboozhoo replied. "I will go and look for the great ishkodence for you." He disguised himself as a waboos, a little rabbit, and headed off to the west looking for the fire.

When Waynaboozhoo finally reached Thunderbird's home, he asked, "Please share the warmth inside your home. I am cold and lost. I will only stay a little while, for I must be on my way."

The Thunderbird agreed and allowed Waynaboozhoo to enter his home. Inside, Waynaboozhoo saw the fire and waited until Thunderbird looked away. Then, Waynaboozhoo quickly rolled in the fire and took off running toward his home with the fire on his back!

Thunderbird flew behind Waynaboozhoo throwing lightning flashes at him! Waynaboozhoo grew tired and yelled for someone to help him. "Widoka! Widoka washin! Help me!" he cried.

Then omaaî mitig, the birch tree, spoke. "Come, hide beside me my brother. I will protect you." The little waboos hid beneath the tree while Tho underbird flashed and thundered, angry that Waynaboozhoo had stolen the fire. The lightning bolts missed Waynaboozhoo every time but they hit omaaî mitig. Dark burn marks scarred the white bark of the tree. That is why the birch tree now has burn marks on its bark.

**Legends Retold by Students Participating in the
Anishinabe Teachers for Anishinabe Children Project**

