



INSIGHT CONSULTING CO-SPONSORS "WHAT EVERY NEW BUSINESS OWNER SHOULD KNOW" SEMINAR

Schaumburg, Illinois, April 29, 2004—Peggy Morrow, Insight Consulting, LLC principal, in cooperation with the Business Development Resource Institute of NSACI, sponsored a breakfast seminar focusing on those things most important to new business owners.

Peggy's presentation addressed marketing issues including developing a business plan, branding, and reaching customers. Other seminars focused on finance issues, technology in the small business, and legal aspects of new businesses.

The event was held at Northern Illinois University under the auspices of NSACI - Northwest Suburban Alliance for Commerce and Industry.

NSACI is a regional chamber of commerce whose mission is to drive the success of business in the northwest suburbs. NSACI provides programs and services for members to meet new customers, develop effective partnerships, increase profitability, improve professional skills and promote business interests in government affairs and economic development. For additional information, visit their website at www.nsaci.org.

Insight Consulting specializes in strategic planning services, process improvement, market analysis, workshop services, regulatory analysis, and marketing communications for small businesses. By offering consulting services tailored to the needs of the small business with up to 500 employees, Insight Consulting provides affordable pricing for services that many business owners might have thought were only available to large companies.

To learn more about Insight Consulting's services for small businesses, visit their website at www.insightactionimpact.com.

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