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***For Immediate Release, Registration Required***

**Contact:** Joshua Lybolt, Director  
Northwest Indiana SBDC  
219-644-3513  
lybolt@isbdc.org

John Kolencik  
Sales and marketing consultant  
216-347-6729  
johnk@matriximpact.com

***Networking event features lesson on elevator pitches***

**Hammond, IN** – The Northwest Indiana Small Business Development Center is spotlighting elevator speeches at this month’s Kinetic from 5:30 to 8 p.m. Tuesday Oct. 28 at the Hammond INnovation Center, 5209 Hohman Avenue in Hammond.

October’s Kinetic will help mark Indiana Entrepreneurship Week, which runs from Oct. 27 through 31. Participants can register for the event by calling the NWI SBDC at 219-644-3513 or by emailing [sbdc@calumet.purdue.edu](mailto:sbdc@calumet.purdue.edu).

Sales and marketing consultant John Kolencik is leading the event by connecting business professionals for an evening of “networking with some punch and muscle.”

Kolencik said the night of InfoTainment© will include a mini-lesson on how to develop a simple and effective elevator pitch but with a twist. He said someone posing as a reporter will capture the speeches on video and they will run continuously throughout the event.

“At networking events you have two things: cliquing and a revolving door – people going in and out,” Kolencik said. “I want to destroy cliquing and minimize the revolving door.”

Kolencik is happy to work with the NWI SBDC on Kinetic in order to provide a business-building event in a social atmosphere.

“The goal for the SBDC is to do something different than is normally done,” Kolencik said. “We hope to shake things up pretty quick - the idea is meeting under the guise of a regular networking event.”

NWI SBDC Regional Director Joshua Lybolt said Kinetic is a one-of-a-kind opportunity for business professionals to gather in a social setting.

“We are excited to be offering a regional networking event that will not only connect professionals, but also will provide a lesson on elevator speeches, which is a key business tool,” Lybolt said. “Kinetic is a unique mix of information, entertainment and networking.”

Kinetic is planned for the third Tuesday of the month. Businesses owners interested in hosting a future event should contact the NWI SBDC at 219-644-3513 or visit [www.nwisbdc.org](http://www.nwisbdc.org) for more information.

The NWI SBDC provides free assistance to entrepreneurs in the process of launching or expanding their businesses. Through one-on-one consulting, advisors help guide small businesses toward their goals by offering referrals, workshops, training opportunities and other essential business tools.