

Seasonal Trends / Tasks

February

Renewing LLCs

Each year the state of Michigan requires businesses that file as a Limited Liability Company to renew the LLC no later than February 15th.

See the renewal login page here: <https://cofs.lara.state.mi.us/corpweb/LoginSystem/ExternalLogin.aspx>

To find each location's "CID" and "PIN" visit the [EINs, Addresses, Phone Numbers](#) Google doc. This information will be needed to log in to each account.

The fee is \$25 per location. Use each location's debit card to make the payment.

A video tutorial with a renewal example will soon be included.

Inclement Weather

December marks the beginning of winter for our Michigan studios. As the lead operator, you will work with your District Managers to decide whether or not to close the businesses due to inclement weather. In our industry, some martial arts studios rationalize closing studios if the public school system has closed. The problem with this standard is that our classes start 10-11 hours after elementary schools start their day. Many times, the roadways are clear by the time our classes start. When elementary schools are closed, the studios will receive a flood of phone calls asking if the studios are open. It is recommended that emails are sent to existing customers and Facebook posts are made informing our student body that we are either open or closed for the day. Operators may consider canceling morning meetings due to weather but still holding classes, as the roads will likely be clear before staff and students make the drive. Some staff will use the weather as an excuse not to come to work. Operators need to hold to their decision to hold business that day and require staff to attend work. Discretion is advised.

Sales

District Managers work hard to prepare their teams for the upcoming tax season. When the communities start receiving tax returns, many times they spend their tax money on martial arts classes. Having sales teams well-trained in preparation for this time of year is key to having a successful year. Tax time and back-to-school season are the two biggest opportunities throughout the year to grow our business.

February Summary

February has historically been a very good time of year for the enrollment of new students and the retention of current students. There are no major holidays, sports seasons, or elementary school changes this time of year. Management focuses hard on training current staff to be as effective as possible both on the martial arts mat and in the sales department.

Regional Manager Goals: