

News Release

FOR IMMEDIATE RELEASE

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Small Business Goal Setting Workshop January 25 at Crystal Mountain

TRAVERSE CITY, MI –Businesses can get the New Year off to a good start by learning how to create goals and develop an executable plan at a workshop January 25 at Crystal Mountain Resort and Spa in Thompsonville. “Guide to Small Business Goal Setting 2016” will run from 1:00 p.m. to 4:00 p.m. and is being sponsored by the Small Business Development Center (SBDC) in partnership with the West Michigan Tourist Association.

The workshop will be taught by SBDC Assistant Growth Team Manager, Melissa Angel and SBDC Small Business Consultant, Joni Krolczyk. They will lead participants through several exercises to help them define the changes they want to make in their business for the coming year and beyond. Using a proven method, Angel and Krolczyk will walk participants through goal setting for key areas of their business, including finance and customer service. The materials and worksheets presented in the workshop will give businesses the background and framework for creating a successful, actionable plan. Post training, an SBDC consultant will provide follow up to support businesses in the refinement of their plan.

The cost of the workshop is \$25 per person and pre-registration is required at: sbdcnorthwest.org. For more information contact the SBDC office at: sbdc@networksnorthwest.org or 231-922-3780.

The Michigan Small Business Development Center (MI-SBDC) enhances Michigan's economic well-being by providing counseling, training, research, and advocacy for new ventures, existing small businesses, and innovative technology companies. The Northwest Michigan Regional office is hosted by Networks Northwest and serves the ten county region including: Antrim, Benzie, Charlevoix, Emmet, Grand Traverse, Kalkaska, Leelanau, Manistee, Missaukee, and Wexford counties. The Northwest Michigan SBDC's contributing partners are Baker College and Northwestern Michigan College. For more information, go to: sbdcnorthwest.org.

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NOTE to Media: Images are oftentimes available upon request by e-mailing Dan Boss at danboss@networksnorthwest.org and stating preferences for resolution (300 dpi?), file format (.tif? .jpg?) and file size (1MB or less?). Or, phone (231) 929-5047. Check our online Media Room at: networksnorthwest.org/media



Board Chair: **Gary W. Fedus**
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Founded in 1974, Networks Northwest facilitates and manages various programs and services for the 10 county region. These programs include Northwest Michigan Works, Small Business Development Center, Procurement Technical Assistance Center, various business services, and many different regional planning initiatives in response to our communities' requests and needs. You will see the broad spectrum of workforce, business and community services Networks Northwest offers if you visit our web site, networksnorthwest.org

Networks Northwest's member counties are: Antrim, Benzie, Charlevoix, Emmet, Grand Traverse, Kalkaska, Leelanau, Manistee, Missaukee, and Wexford.