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Northwest Michigan
Council of Governments
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Four Customer Groups
New Ventures
Existing Businesses
Growing Companies
Advanced Technology Companies

Four Core Services
Counseling
Business Education
Information Based Planning
Technology Commercialization

Four Consulting Teams
Small Business Team
Growth Group Team (G2)
Manufacturing Assistance Team (MAT)
Technology Commercialization Team

Michigan's Feet on the Street
in partnership with:



News Release
FOR IMMEDIATE RELEASE
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Business Training and Consulting Services Expanded in Benzie and Manistee Counties

MANISTEE, MI - Business owners and individuals considering self-employment will learn how to develop a business plan and start a business in two workshops offered by the Michigan Small Business and Technology Development Center (MI-SBTDC) and the Alliance for Economic Success in Manistee. Both workshops will be taught by Betsy Evans, the new SBTDC Business Consultant in Benzie and Manistee counties.

Evans has Bachelor of Science degrees in Environmental Engineering and Teaching from Michigan Technological University. Her work experience includes environmental engineering; real estate; former owner of Nugent Ace Hardware; and current owner of Fortress Security in Benzonia. Evans is also on the Board of Trustees of Paul Oliver Memorial Hospital.

Evans will teach a Business Start Up workshop September 10 from 5:00 p.m. to 7:30 p.m. at the Alliance for Economic Success, 395 Third Street in Manistee. The workshop will help aspiring entrepreneurs assess their abilities to lead and manage a company, as well as evaluate market and sales potential for their products/services. Start-up costs, financing options, and business planning will be introduced, along with necessary steps to getting started.

There is no charge to attend the workshop but pre-registration is required at: northwestmichiganbusiness.com. For more information contact Sharon Gordon at: 231-922-3780 or sharongordon@nwm.cog.mi.us.

Evans will also teach "Venture Plan: Six Week Business Plan," which will start September 18 and meet for three hours every Wednesday through October 30 except for October 23. The classes will run from 4:00 p.m. to 7:00 p.m. at the Alliance for Economic Success located at 395 Third Street in Manistee.

(MORE)

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“Most business owners never get around to writing a business plan because they just don’t know where to start,” said Mary Rogers, SBTDC Regional Director. “This class takes the pressure off how to write the plan and creates a systematic process with a six week deadline for results.”

The intense, six-week class is for highly motivated early-stage business owners creating a business plan. Participants will meet weekly with Evans and will spend time developing a winning business plan that will include start up costs, cash flow projections, market research, marketing strategy, and more. Expert guest speakers will join the class each week to share their many successes and failures of owning and operating their own small businesses, and to offer encouragement and insight to people taking the class. Participants may also meet with Evans outside of class for individualized work on their business plan.

“Venture Plan: Six Week Business Plan” costs \$90 per participant and requires a non-refundable pre-payment. Registration and payment information is available online at: northwestmichiganbusiness.com. For more information contact Sharon Gordon at: 231-922-3780 or sharongordon@nwm.cog.mi.us.

The MI-SBTDC is a statewide business assistance program that provides one-on-one counseling, training and research support for Michigan small businesses. The Northwest Michigan Regional office is hosted by the Northwest Michigan Council of Governments.

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NOTE to Media: Images are oftentimes available upon request by e-mailing Tom White at tomwhite@nwm.cog.mi.us and stating preferences for resolution (300 dpi?), file format (.tif? .jpg?) and file size (1MB or less?). Or, phone (231) 929-5044. Check our online Media Room at:

nwm.org/media

Founded in 1974, the Northwest Michigan Council of Governments (NWMCOG) facilitates and manages various programs and services for the 10 county region. These programs include Northwest Michigan Works, YouthBuild, Small Business & Technology 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 NWMCOG offers if you visit our web site, www.nwm.org

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