



www.misbtdc.org

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 Workshops in Traverse City Focus on Marketing and Legal Issues

TRAVERSE CITY, MI - Business owners and individuals considering self-employment will learn about marketing and the legal issues related to running a business in two workshops offered by the Michigan Small Business and Technology Development Center (MI-SBTDC) in Traverse City.

The Marketing Your Business workshop will be held September 17 from 5:30 p.m. to 8:00 p.m. in the Parsons-Stulen building on NMC's Aero Park Campus. The workshop will be taught by SBTDC Regional Director and Small Business Consultant Mary Rogers and will focus on practical applications of marketing concepts designed to grow small businesses.

The workshop will cover basic marketing tools including market analysis and research, target marketing, assessing competitors, and key marketing implementation tools. A strategic, well planned approach to marketing will be demonstrated with several examples of effective hands-on marketing techniques. The focus will be on creating and keeping business customers.

The Business & Legal Issues workshop will be held September 24 from 5:30 p.m. to 8:00 p.m. in the Parsons-Stulen building on NMC's Aero Park Campus. The workshop will be taught by SBTDC Small Business Consultant Walt Muellenhagen and will provide an introduction to the different types of legal entities that are appropriate for structuring and starting a new business.

The workshop will include a discussion of tax and liability issues, the basic elements of a contract, collections, licenses, registrations, employment and property issues, leasing, and insurance. It is designed to guide prospective business owners in setting up the organizational structure that will help protect them from unnecessary legal challenges.

(MORE)

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There is no charge to attend the workshops but pre-registration is required 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, nwm.org

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