



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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Program Promoting Entrepreneurship in Northwest Michigan Helped by \$10,000 Grant

TRAVERSE CITY, MI – The Northwest Michigan Council of Governments (NWMCOG) has received a donation of \$10,000 from the Fifth Third Foundation for implementation of business services promoting entrepreneurship across the 10-county region. The Northwest Regional office of the Michigan Small Business & Technology Development Center (MI-SBTDC), hosted by NWMCOG, will use the funding to increase business owners access to free business counseling and training services. Together with funding from Northwestern Michigan College (NMC), SBTDC will launch remote business assistance services in late October 2013.

“This funding allows us to change how we deliver services. Today’s entrepreneur is far more comfortable accessing information from the web. We can use technology to maintain personalized consulting and training while our client is in their office, at their kitchen counter, or their cottage in the woods,” said Mary Rogers, Regional Director of MI-SBTDC. “Fifth Third and SBTDC are long term partners in educating business owners. This contribution demonstrates Fifth Third’s commitment to small business owners in northwest Michigan.”

In addition to face-to-face consulting at NMC’s Aero Park Campus, clients across the region will be able to access live webinar training and web-based one-on-one consulting integrating technology with individual attention from a certified small business consultant.

The Fifth Third Foundation makes strategic grants to improve communities where Fifth Third Bank operates.

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. For more information, go to: northwestmichiganbusiness.com.

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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.