



www.misbtdc.org

Northwest Michigan
Council of Governments
P.O. Box 506
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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:



Funded in part through a cooperative agreement
with the U.S. Small Business Administration

News Release
FOR IMMEDIATE RELEASE
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Business Start Up Workshop Offered November 13 in Cadillac

CADILLAC, MI – Individuals considering self-employment or in the beginning stages of starting a business will have access to a wide variety of helpful information at a business start up workshop being offered in Cadillac by the Michigan Small Business and Technology Development Center (MI-SBTDC). The workshop is being held November 13 from 9:00 a.m. to 11:30 a.m. at the Cadillac Chamber of Commerce.

The workshop will be taught by SBTDC Business Consultant Annie Shetler and will help aspiring entrepreneurs assess their abilities to lead and manage a company, and 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.

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

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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.