

News Release

FOR IMMEDIATE RELEASE

February 3, 2014

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Starting a Business Workshop Offered February 18 in Traverse City

TRAVERSE CITY, 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 Starting a Business workshop being offered in Traverse City by the Northwest Michigan Small Business Development Center (SBDC). The workshop is being held February 18 from 5:30 p.m. to 8:30 p.m. in the Parsons-Stulen building on NMC's Aero Park Campus.

The workshop will be taught by SBDC Business Consultant Walt Muellenhagen and will help aspiring entrepreneurs assess their abilities to lead and manage a company, and evaluate market and sales potential for their products or 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 Tricia or Sharon at 231-922-3700 or triciastevens@nwm.cog.mi.us.

The SBDC 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



NorthwestMichiganBusiness.com



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