

## News Release

FOR IMMEDIATE RELEASE

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# Intro to Business Ownership Class January 14 in Traverse City

TRAVERSE CITY, MI – Individuals considering buying an established business or launching a new one can learn what it takes to be successful at an Intro to Business Ownership class in Traverse City. The class is being held January 14 from 6:00 p.m. to 9:00 p.m. at the Parsons-Stulen building on NMC's Aero Park Campus. Intro to Business Ownership is being offered by the Northwest Michigan Small Business Development Center (SBDC) in partnership with Northwestern Michigan College (NMC).

The class will be taught by SBDC Business Consultant Walt Muellenhagen and will help aspiring entrepreneurs understand what real world business owners face each day. Start-up costs, financing options, and business planning will be introduced, along with the necessary steps to getting started, and evaluating market and sales potential for products or services.

The class costs \$25 and pre-registration is required at: [northwestmichiganbusiness.com](http://northwestmichiganbusiness.com), or by calling Northwestern Michigan College Extended Education at: 231-995-1700. A one-on-one consultation with an SBDC Business Consultant will be available at no additional charge upon completion of the class.

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 Networks Northwest. For more information, go to: [northwestmichiganbusiness.com](http://northwestmichiganbusiness.com).

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NOTE to Media: Images are oftentimes available upon request by e-mailing Tom White at [tomwhite@networksnorthwest.org](mailto:tomwhite@networksnorthwest.org) 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: [networksnorthwest.org/media](http://networksnorthwest.org/media)

Founded in 1974, Networks Northwest facilitates and manages various programs and services for the 10 county region. These programs include Northwest Michigan Works, Small Business 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 Networks Northwest offers if you visit our web site, [networksnorthwest.org](http://networksnorthwest.org)



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