

**News Release**  
FOR IMMEDIATE RELEASE  
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## **Starting a Business Workshop April 20 in Cadillac**

CADILLAC, MI –Individuals in the beginning stages of starting a business, in need of accessing capital, or simply considering self-employment, will have the opportunity to attend a Starting a Business workshop Thursday, April 20 in Cadillac. The workshop is being offered by the Northwest Michigan Small Business Development Center (SBDC) in partnership with Baker College of Cadillac and is being held from 9:00 a.m. to 11:30 a.m. in Room 209 at Baker College, 9600 East 13th Street.

The workshop will be facilitated by SBDC Certified Small Business Consultant, Joni Krolczyk, who will help aspiring entrepreneurs assess their abilities to lead and manage a company, and evaluate market and sales potential for their products or services.

This comprehensive 2.5 hour workshop also incorporates the SBDC's fundamental Writing a Business Plan workshop and fully covers topics such as determining concept feasibility, startup costs, financing options, the basics of business planning, along with other necessary resources to launch. This workshop is a requirement prior to meeting with an SBDC consultant one-on-one.

There is no charge to attend the workshop, but pre-registration is required by contacting the SBDC at 231-922-3780. Online registration is also available at [sbdcnorthwest.org](http://sbdcnorthwest.org).

### **About Michigan SBDC**

The Michigan Small Business Development Center (MI-SBDC) provides expert business assistance to help Michigan businesses raise capital, develop business plans and export strategies, and commercialize technologies. The Northwest Michigan Regional office is hosted by Networks Northwest and serves the ten county region including: Antrim, Benzie, Charlevoix, Emmet, Grand Traverse, Kalkaska, Leelanau, Manistee, Missaukee, and Wexford counties. The Northwest Michigan SBDC's contributing partners are Baker College, North Central Michigan College, and Venture North. For more information, go to: [sbdcnorthwest.org](http://sbdcnorthwest.org). The Michigan SBDC State Headquarters is located at Grand Valley State University, Seidman College of Business in Grand Rapids. Michigan small business owners may access the Michigan SBDC services by contacting 616-331-7480 or [SDBCMichigan.org](http://SDBCMichigan.org).

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Board Chair: **Gary W. Fedus**

Chief Executive Officer: **Elaine Wood**



NOTE to Media: Images are oftentimes available upon request by e-mailing Dan Boss at [dan.boss@networksnorthwest.org](mailto:dan.boss@networksnorthwest.org) and stating preferences for resolution (300 dpi?), file format (.tif? .jpg?) and file size (1MB or less?). Or, phone (231) 929-5047. 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)

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