

## News Release

### FOR IMMEDIATE RELEASE

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## Small Business & Technology Development Center Names New Regional Director

NORTHWEST, MI—The Northwest Michigan Council of Governments (NWMCOG) has selected Mary Rogers as the new regional director of the Michigan Small Business & Technology Development Center (MI-SBTDC) in Traverse City. The Northwest Region MI-SBTDC is one of 12 offices statewide, providing services and support to the Michigan small business community in the areas of counseling, training, and research.

Most recently, Rogers was host of the "Mary in the Morning" show on 106.7 You-FM. She is also the founder of Marigold Women in Business, the former director of membership for the Traverse City Area Chamber of Commerce, and the past executive director of the Detroit office of the National Association of Women Business owners.

"I can't wait to get started working with all the dynamic businesses in northwest Michigan," said Rogers. Her experience includes working with first and second-stage entrepreneurs in accessing capital, business planning, marketing, and product and service development.

"Mary has tremendous experience with small business ownership and excellent skills in fund development, community relations, marketing, and sales," said Elaine Wood, NWMCOG CEO.

The Northwest Region MI-SBTDC has business consultants in Boyne City, Cadillac, Manistee, and Traverse City. For more information on MI-SBTDC services go to, [nwm.org/sbt/dc](http://nwm.org/sbt/dc).

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NOTE to Media: Images are oftentimes available upon request by e-mailing Tom White at [tomwhite@nwm.com.mi.us](mailto:tomwhite@nwm.com.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: <http://nwm.org/media.asp>

The Northwest Michigan Council of Governments, founded in 1973, facilitates and manages services and programs for 10 counties in the region. These programs include Regional Planning and Community Development, Northwest Michigan Sustainable Business Forum, Northwest Michigan Works, Workforce Development Board, Michigan Small Business and Technology Development Center Region 2, Hospitality Skills Alliance, the Procurement Technical Assistance Center program, KAL-TEC, Healthcare Skills Alliance of Northwest Michigan, and the Regional Repository for US Census data.

Some services of NWMCOG are in direct support of the counties, some are independent services provided to the public and businesses at large. NWMCOG is able to leverage several collaborative partnerships to extend limited resources and provide economies of scale for projects that operate on a regional basis. NWMCOG's member counties are: Antrim, Benzie, Charlevoix, Emmet, Grand Traverse, Kalkaska, Leelanau, Manistee, Missaukee, and Wexford.