

News Release

FOR IMMEDIATE RELEASE

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Small Business Summit October 30 in Traverse City

TRAVERSE CITY, MI – Small business owners are busy and often struggle to find time to work on their businesses or maybe even implement an idea that's been rolling around in their heads. We also know that business owners want useful and tangible information to help them grow their businesses for the long-haul. The inaugural Northwest MI-SBDC Small Business Summit in Traverse City is an action-packed, one-day conference featuring nearly a dozen break-out sessions. This event is intended for existing business owners or entrepreneurs who have recently launched a new business interested in resources and ideas for how to take their businesses to the next level. The summit is being held Wednesday, October 30, from 8:00 am to 3:30 pm at the Northwestern Michigan College Hagerty Conference Center, 715 E Front St., Traverse City. Check-in begins at 7:30 am. The workshop is being hosted by the Northwest Michigan Small Business Development Center (SBDC) and is sponsored by Networks Northwest, Global Trade Alliance, Harris Group, Northwest Michigan Works!, Northwest Michigan PTAC, Venture North, TBA Credit Union, Northern Initiatives, and Chemical Bank.

Summit attendees will learn about topics such as Getting Financed, Year-End Tax Planning, Cybersecurity, Understanding Your Data, eCommerce, Getting Your Business Online with Google, Intro to Exporting, and much more. The cost to attend is \$95; however, contact the SBDC for a discount code if you are affiliated with any of the sponsors to attend at a reduced rate of \$60. Price of admission includes a light breakfast, lunch, and refreshments.

Registration is available online at SBDCMichigan.org/training. For more information, contact the Northwest Michigan SBDC at sbdc@networksnorthwest.org or 231-929-5060.

About Michigan SBDC

The Michigan Small Business Development Center (MI-SBDC) provides expert assistance at no cost to entrepreneurs looking to start or grow a business. The Northwest Michigan Regional Center 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. For more information, go to: sbdcnorthwest.org.

The Michigan SBDC State Lead Center 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.

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Board Chair: **Gary W. Fedus**

Chief Executive Officer: **Matt McCauley**



NOTE to Media: Images are oftentimes available upon request by e-mailing Dan Boss at 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

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 website, networksnorthwest.org

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