

News Release

FOR IMMEDIATE RELEASE

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SBDC Offers New Webinar Series to Help Businesses Grow and Reach \$1M in Sales

NORTHWEST LOWER, MI – “Bridging the Million Dollar Gap,” a new six webinar series by the Michigan Small Business Development Center (SBDC), will connect existing business owners to a powerful network of specialists and discuss how to engage professional advisors to make the most of their time and money. The webinar series is being facilitated by members of MI-SBDC Growth team and other subject matter experts and will run each Thursday through June 10 at 12:00 pm.

The series is designed for business owners who have been in business 2-3 years and are putting in more hours than they want and still not seeing the growth they expect from their businesses. Whether they need help from a CPA, attorney, marketing, or human resources specialist, or they are entrepreneurs struggling to access financial capital, these webinars will help them break through and hit their growth goals.

Discussions will look at why you should build an advisory board, how to recruit and retain great talent, how to overcome a denial for a loan, what to consider when launching a digital marketing campaign, what to consider when hiring a bookkeeping service and why your legal and tax structure are so important.

“A small business’s needs start to get more complicated the closer they get to that \$1M sales threshold and the past 18 months haven’t helped,” said Annie Olds, Northwest MI-SBDC Regional Director at Networks Northwest. “I’m excited that our growth team has put this very important training series together; these consultants are incredibly savvy business owners having either owned (or still own) small businesses themselves. I have no doubt that this will be time well spent as so many are heading into a hopefully busy summer season.”

Attendees should bring their questions to each session and prepare to engage with specialists in each field and professional consultants during the lunchtime conversations. The series will run each Thursday through June 10 at 12:00 pm. Sessions that have already occurred are available at MI-SBDC’s On-Demand Library. There is no cost to participate in the webinars or to access the On-Demand Library.

Visit <https://conta.cc/3tlVBcA> to learn more or register for the series.

(MORE)

The Michigan SBDC, with 11 regional offices throughout the state, provides entrepreneurs and business owners with convenient consulting, counseling, training, and market research. The Michigan SBDC is committed to foster and sustain a culture of inclusion through equitable outreach and service to Michigan's diverse business community.

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NOTE to Media: Images are oftentimes available upon request by e-mailing Dan Boss at dan.boss@networksnorthwest.org and stating preferences for resolution, file format, and file size. 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.