

## News Release

FOR IMMEDIATE RELEASE

March 4, 2020

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# Business Startup Fundamentals Workshop March 17 in Charlevoix

CHARLEVOIX, 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 Startup Fundamentals workshop Tuesday, March 17 in Charlevoix. The workshop is being held from 1:00 pm to 3:30 pm at The Vault Coworking Space, 201 State St., Suite D. The event is being co-sponsored by the Northwest Michigan Small Business Development Center (SBDC) and The Vault Coworking Space.

The workshop will be facilitated by SBDC Certified Small Business Consultant, Samantha (Reis) McDonald, 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 at [SBDCMichigan.org/training](http://SBDCMichigan.org/training). For more information, contact the SBDC at [sbdc@networksnorthwest.org](mailto: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](http://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](http://SDBCMichigan.org).

# # #



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](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 website, [networksnorthwest.org](http://networksnorthwest.org)

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