



[www.misbtdc.org](http://www.misbtdc.org)

Northwest Michigan  
Council of Governments  
P.O. Box 506  
1209 South Garfield Ave. – Suite C  
Traverse City, MI 49685  
Phone: 231.922.3780

**Four Customer Groups**  
New Ventures  
Existing Businesses  
Growing Companies  
Advanced Technology Companies

**Four Core Services**  
Counseling  
Business Education  
Information Based Planning  
Technology Commercialization

**Four Consulting Teams**  
Small Business Team  
Growth Group Team (G2)  
Manufacturing Assistance Team (MAT)  
Technology Commercialization Team

Michigan's Feet on the Street  
in partnership with:



**News Release**  
FOR IMMEDIATE RELEASE  
October 14, 2013

Media Contact: Dan Boss  
Program Publicity Specialist  
231-929-5047  
danboss@nwm.cog.mi.us

## Business Start Up Workshop Offered November 12 in Manistee

MANISTEE, MI – Individuals considering self-employment or in the beginning stages of starting a business will have access to a wide variety of helpful information at a business start up workshop being offered in Manistee by the Michigan Small Business and Technology Development Center (MI-SBTDC) and the Alliance for Economic Success. The workshop is being held November 12 from 5:00 p.m. to 7:30 p.m. at the Alliance for Economic Success, 395 Third Street in Manistee.

The workshop will be taught by SBTDC Business Consultant Betsy Evans and will help aspiring entrepreneurs assess their abilities to lead and manage a company, as well as evaluate market and sales potential for their products or services. Start-up costs, financing options, and business planning will be introduced, along with necessary steps to getting started.

There is no charge to attend the workshop but pre-registration is required at: [northwestmichiganbusiness.com](http://northwestmichiganbusiness.com). For more information contact Sharon Gordon at: 231-922-3780 or [sharongordon@nwm.cog.mi.us](mailto:sharongordon@nwm.cog.mi.us).

The MI-SBTDC is a statewide business assistance program that provides one-on-one counseling, training, and research support for Michigan small businesses. The Northwest Michigan Regional office is hosted by the Northwest Michigan Council of Governments. For more information, go to: [northwestmichiganbusiness.com](http://northwestmichiganbusiness.com).

# # #

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

Antrim • Benzie • Charlevoix • Emmet • Grand Traverse • Kalkaska • Leelanau • Manistee • Missaukee • Wexford P. O. Box 506 • Traverse City, MI 49685-0506 • Phone (231) 929-5000 • Fax (231) 929-5012

[www.nwm.org](http://www.nwm.org)

Let Our Resources Work For You.



Chairman: **Larry C. Inman**  
Workforce Development  
Board Chairman: **David R. Adams**  
Chief Executive Officer: **Elaine Wood**

---

Founded in 1974, the Northwest Michigan Council of Governments (NWMCOG) facilitates and manages various programs and services for the 10 county region. These programs include Northwest Michigan Works, YouthBuild, Small Business & Technology 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 NWMCOG offers if you visit our web site, [nwm.org](http://nwm.org)

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