

News Release
FOR IMMEDIATE RELEASE
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Free Business Start-up Workshops Available in Cadillac

CADILLAC, MI—Business Start-up Workshops in Cadillac will help people decide if they are ready to open and operate a business. The same workshop will be offered twice, July 26 and August 30 from 9:00 a.m. to 12:00 p.m. at the Michigan Works! Service Center located at 401 North Lake Street. The workshops are provided by the Northwest Michigan Small Business & Technology Development Center (MI-SBTDC), which recently merged with the Business Training Alliance.

At the workshops participants will complete an entrepreneurial assessment, walk through the steps of defining a strong business concept, learn about writing a business plan, establish an action plan, and discuss the ins and outs of running a successful business

The MI-SBTDC is a network of business consultants and resources providing business counseling, training, and market research to small businesses. Programs are available in every state; in Michigan, there are 12 regional offices. The program is funded by the U.S. Small Business Administration and the Michigan Economic Development Corporation, and is hosted in Northwest Michigan by Northwest Michigan Council of Governments.

The Business Training Alliance (BTA) was an entrepreneurial skill development program in Wexford and Missaukee Counties. This program recently merged with the MI-SBTDC, bringing additional resources and a network of business counselors to the region. The Business Start-up Workshops were developed jointly by the BTA and MI-SBTDC.

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The workshops are provided at no cost, but registration is required. You can register and get more information about the workshops on the SBTDC website at, nwm.org/sbtadc-workshops or by calling (231) 922-3780.

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NOTE to Media: Images are oftentimes available upon request by e-mailing Tom White at 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: nwm.org/media

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

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