

NORTH CENTRAL MICHIGAN COLLEGE
1515 Howard Street
Petoskey, MI 49770

NEWS RELEASE – July 18, 2016

STARTING A BUSINESS WORKSHOP AUGUST 11 IN PETOSKEY

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 Starting a Business workshop Thursday, August 11 in Petoskey. The workshop is being offered by the Northwest Michigan Small Business Development Center (SBDC) in partnership with North Central Michigan College, and is being held from 9 a.m. to 11:30 a.m. in Room 536 of the North Central Student and Community Resource Center, 1515 Howard Street.

The workshop will be facilitated by SBDC Small Business Consultant, Kathleen Bagley. She 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 by contacting the SBDC at 231-922-3780. Online registration is also available at sbdcnorthwest.org.

North Central Michigan College is an open-door community college based in Petoskey, with additional locations offering classes and services in Cheboygan and Gaylord. North Central's mission is to provide educational, economic and cultural opportunities for student learning, personal growth and community improvement. North Central is an Achieving the Dream Leader College and a Military-Friendly School®.

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

For more information:

Kathy Bardins
Communications and Events Specialist
North Central Michigan College
231-439-6399
kbardins@ncmich.edu

Dan Boss
Communication Specialist
Networks Northwest
231-929-5047
dan.boss@networksnorthwest.org

