Helping to Move Entrepreneurs to Next Leg of Their Journey—Three Programs, Three Target Audiences

Presented by Tom Erhart-NLEA
Entrepreneurship Director

tom@northernlakes.net
231-582-6482
Retaining and Creating Jobs in Antrim, Charlevoix, Cheboygan and Emmet Counties in Partnership with MSUE, MEDC, NWMCOG, Char-Em ISD and NCMC.
Four County Service Area

- 4 Counties
- 65 Townships
- 6 Cities
- 9 Villages
- 112,187 Population
- 4,078 Businesses
Pre Start-up Stage

Business Resource Center Network
BRC Network Components

Partners: NLEA, Chamber of Commerce, Library, Municipality, CEC group

• One-stop location to start your business
• Print & web based resources
• Business Counseling
• Workshops & Training for Entrepreneurs
Business Resource Centers

Elk Rapids

Cheboygan

Mackinaw City

Indian River

Petoskey

Charlevoix

Boyne City

East Jordan

Central Lake
Welcome to the Business Resource Center Network of NW Lower Michigan. This site is part of a multi-county, multi-community network of Business Resource Centers. All designed to bring help closer to entrepreneurs with easy access at your local BRC and/or "on-line" with this website.

If at any time you would like the services of a business counselor, simply [click here](#) to find out how you can set an appointment (confidential) with a trained & certified MI-sbTdc business counselor; or contact your local Chamber of Commerce.
How to Really Start Your Own Business

“Practical Information From Those Who Have Done It”

Evaluate the potential of your idea and learn the process of putting a business plan together.

Ways To Start a Business
Business Legal Structure
Importance of The Business Plan
Permits & Licensing

Marketing
Framework
Managerial Skills
Finance
Goals/Objectives
Problems/Opportunities
Operations
Communications
Resources

Classes are held monthly and sponsored by your local Chamber of Commerce. Visit www.northernlakes.net to find the class nearest you or call Northern Lakes Economic Alliance for more information (231) 582-6482.

SCORE
FOR THE LIFE OF YOUR BUSINESS

NLEA Northern Lakes Economic Alliance

Cost to attend is $20 per business.
Contact NLEA at (231) 582-6482 to reserve your space today.
# How to Really Start Your Own Business

“Practical Information From Those Who Have Done It”

## 2014 Class Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>City</th>
<th>Location</th>
<th>Time</th>
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</thead>
<tbody>
<tr>
<td>February 20, 2014</td>
<td>Cheboygan</td>
<td>Cheboygan Area Public Library</td>
<td>6-8 pm</td>
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<td>March 6, 2014</td>
<td>Elk Rapids</td>
<td>Elk Rapids District Library</td>
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<tr>
<td>April 17, 2014</td>
<td>Petoskey</td>
<td>Petoskey District Library</td>
<td>Noon-2 pm</td>
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<td>May 15, 2014</td>
<td>Petoskey</td>
<td>North Central MI College Library (Youth Entrepreneurs)</td>
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<td>June 19, 2014</td>
<td>Charlevoix</td>
<td>Charlevoix Public Library</td>
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<td>July 16, 2014</td>
<td>Mackinaw City</td>
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<td>August 21, 2014</td>
<td>Indian River</td>
<td>Indian River Area Library</td>
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<td>September 18, 2014</td>
<td>Central Lake</td>
<td>Central Lake District Library (Agriculture/Food)</td>
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<td>October 23, 2014</td>
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<td>Jordan Valley District Library</td>
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<td>November 13, 2014</td>
<td>Boyne City</td>
<td>Boyne District Library (Youth Entrepreneurs)</td>
<td>6-8 pm</td>
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Visit [www.northernlakes.net](http://www.northernlakes.net) for event details. Call (231) 582-6482 to register today.
Start-up Stage

Service Provider Program
Need Help Growing Your Business?

Service Provider Assistance Program

Funding is available to help with a variety of projects necessary for the viability of your business.

Through partnership agreements with local service providers, we can assist you.

Funds available to provide low-cost assistance for:
- Accounting System Setup
- Website Development
- Marketing Materials
- Legal Issues
- Business Growth Projects

Here is an example of how the Service Provider Program will work:

A business needs a website that would typically cost $2000 to develop. The cost for this service will be as follows:
- $2000. Typical cost of website
- $1000. Less discount agreed to by Service Provider
- $1000. Total cost of website
- $500. Paid by NLEA with foundation funds
  - $500. Cost to the business for their website

NLEA also provides assistance including:
- Business Consulting
- Connecting with Professional Service Resources
- Website Analysis
- Strategic Business Planning
- Market Research
- Connecting with Financial Resources

NLEA...your source for Business Assistance!

Find out how by contacting:
Tom Erhart, Northern Lakes Economic Alliance
(231) 582-6482, tom@northernlakes.net

The Service Provider Program is made possible through the generous grants provided by the
Charlevoix County Community Foundation, the Petoskey/ Harbor Springs Area Community Foundation
and the Hestia Women's Giving Circle
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<thead>
<tr>
<th>Type of Client</th>
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<th>Rack Rate</th>
<th>Client Cost</th>
<th>NLEA Cost</th>
<th>Logo/mktg.</th>
<th>Web design</th>
<th>Acct. Setup</th>
<th>Legal Entity</th>
<th>Bus. Plan</th>
<th>Jobs Created or Retained</th>
<th>Jobs Created or Retained</th>
<th>Start-up</th>
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Growth Stage

Growth Company

CEO Forum
Growth Company CEO Forum

- Growth Companies
  - 10 or more employees
  - $750,000 sales
  - In business 2 + years
  - Interested in growing

- Held Quarterly

- Venue Rotated to Participating Companies

- High Level Presentation

- Success Story & Tour of Hosting Business
GROWTH COMPANY CEO FORUM

Quarterly Educational Programs for CEO’s and Executives of Growth Companies!

Thursday, November 6th, 2014 • 7:30—9:45 AM

Location:
Northern Michigan Hardwoods
5783 Charlevoix Ave, Petoskey, MI 49770

7:30-8:00AM Continental Breakfast
8:00-9:00AM Corporate Storytelling: Authentic Brand and Customer Engagement by David Vermeech, Notionfront (www.notionfront.com)
9:00-9:45AM Northern Michigan Hardwoods Success Story & Tour

No fee to attend, thanks to our sponsor:

THE BANK OF northern michigan

RSVP to Tom Erhart, Entrepreneurship Director
tom@northernlakes.net or (231)582-6482
“Without continual growth and progress, such words as improvement, achievement and success have no meaning.” – Benjamin Franklin
CONTACT INFORMATION

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www.northernlakes.net