

Connecting Entrepreneurial Communities
E Tawas, Michigan
October 8, 2014

**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



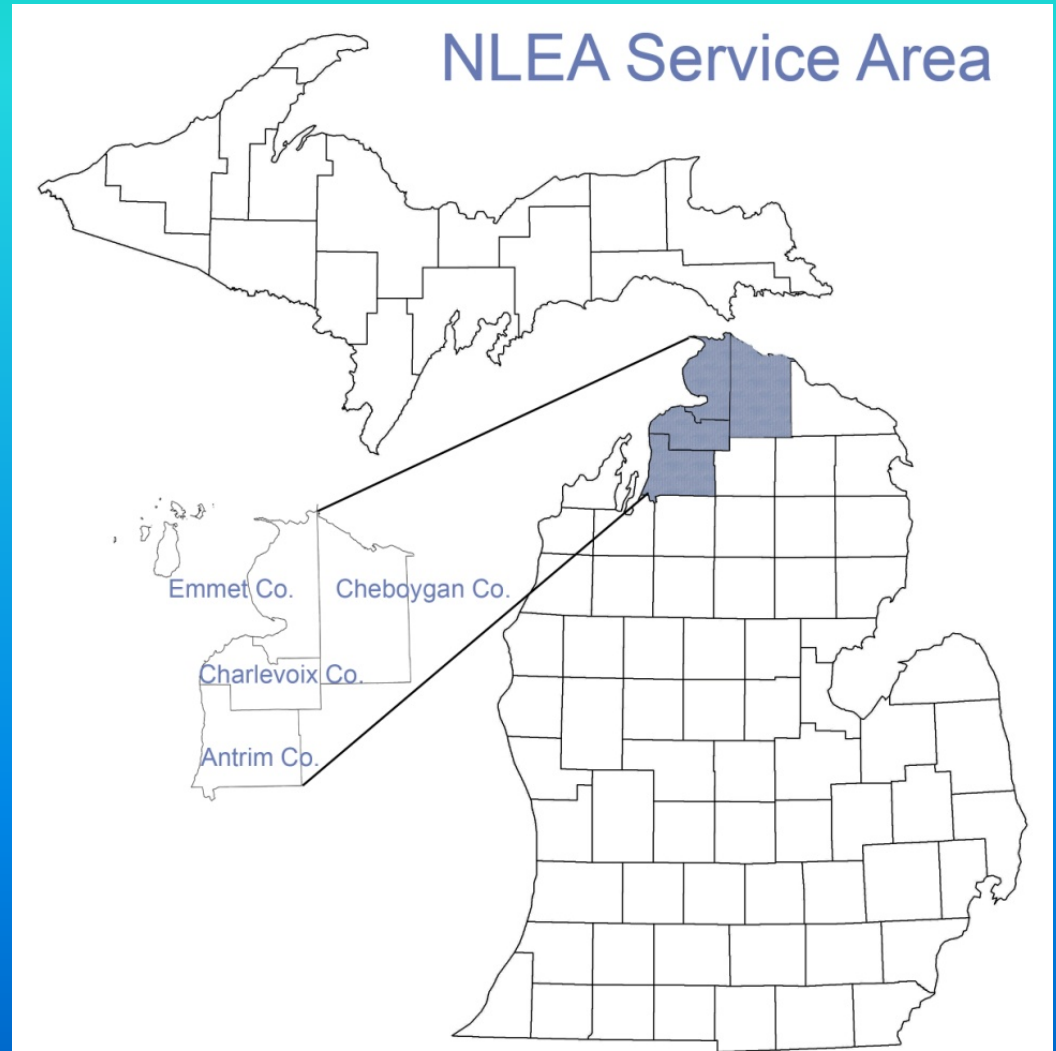


Retaining and Creating Jobs in Antrim, Charlevoix, Cheboygan and Emmet Counties
in Partnership with MSUE, MEDC, NWMCOG, Char-Em ISD and NCMC.



Four County Service Area

- 4 Counties
- 65 Townships
- 6 Cities
- 9 Villages
- 112,187 Population
- 4,078 Businesses



Pre Start-up Stage

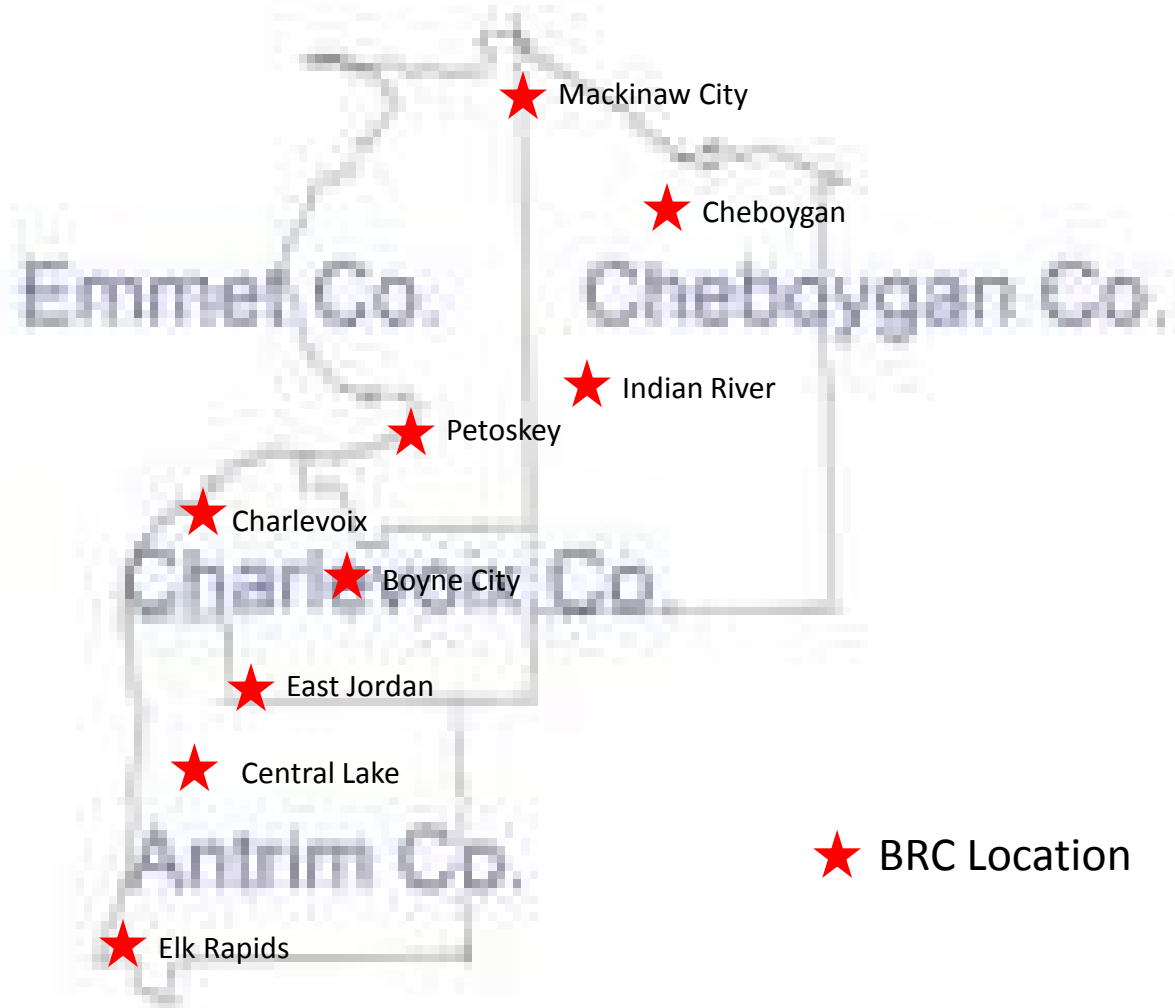
**Business Resource Center
Network**

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



Business Resource Center Network
...four counties, seven communities, eight locations

BOYNE CITY
CHARLEVOIX
CHEBOYGAN
EAST JORDAN
INDIAN RIVER
MACKINAW CITY
PETOSKEY

Business Resource Center Network
...four counties, seven communities, eight locations

INDIAN RIVER

OTHER LOCATIONS:
BOYNE CITY
CHARLEVOIX
CHEBOYGAN
EAST JORDAN
MACKINAW CITY
PETOSKEY

Business Resource Center Network
...four counties, seven communities, eight locations

PETOSKEY

OTHER LOCATIONS:
BOYNE CITY
CHARLEVOIX
CHEBOYGAN
EAST JORDAN
INDIAN RIVER
MACKINAW CITY

Business Resource Center Network
...four counties, seven communities, eight locations

EAST JORDAN

OTHER LOCATIONS:
BOYNE CITY
CHARLEVOIX
CHEBOYGAN
INDIAN RIVER
MACKINAW CITY
PETOSKEY

Business Resource Center Network
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CHARLEVOIX

OTHER LOCATIONS:
BOYNE CITY
CHEBOYGAN
EAST JORDAN
INDIAN RIVER
MACKINAW CITY
PETOSKEY

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CHEBOYGAN

OTHER LOCATIONS:
BOYNE CITY
CHARLEVOIX
EAST JORDAN
INDIAN RIVER
MACKINAW CITY
PETOSKEY

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BOYNE CITY

OTHER LOCATIONS:
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MACKINAW CITY

OTHER LOCATIONS:
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INDIAN RIVER
PETOSKEY



Business Resource Center

Last update: Nov 30th, 2010 | URL: <http://libguide.clib.msu.edu/businessresourcecenter/> | [Print Guide](#) | [RSS Updates](#) | [SHARE](#) [f](#) [t](#) [e](#) [o](#) [v](#)

WELCOME

[Business Research Tools](#)

[Books](#)

[BRC Network Locations](#)

[Chambers of Commerce](#)

[Brochures](#)

Welcome [Print Page](#)

Welcome

Business Resource Center Network
... four counties, seven communities, eight locations

- BOYNE CITY
- CHARLEVOIX
- CHEBOYGAN
- EAST JORDAN
- INDIAN RIVER
- MACKINAW CITY
- PETOSKEY

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.



**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

| <u>Date</u> | <u>City</u> | <u>Location</u> | <u>Time</u> |
|--------------------|---------------|---|-------------|
| February 20, 2014 | Cheboygan | Cheboygan Area Public Library | 6-8 pm |
| March 6, 2014 | Elk Rapids | Elk Rapids District Library | 6-8 pm |
| April 17, 2014 | Petoskey | Petoskey District Library | Noon-2 pm |
| May 15, 2014 | Petoskey | North Central MI College Library (Youth Entrepreneurs) | 6-8 pm |
| June 19, 2014 | Charlevoix | Charlevoix Public Library | 6-8 pm |
| July 16, 2014 | Mackinaw City | Mackinaw Area Public Library | 6-8 pm |
| August 21, 2014 | Indian River | Indian River Area Library | 6-8 pm |
| September 18, 2014 | Central Lake | Central Lake District Library (Agriculture/Food) | 6-8 pm |
| October 23, 2014 | East Jordan | Jordan Valley District Library | 6-8 pm |
| November 13, 2014 | Boyne City | Boyne District Library (Youth Entrepreneurs) | 6-8 pm |



Northern Lakes
ECONOMIC ALLIANCE

MICHIGAN STATE
UNIVERSITY

Extension

Visit 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*

NORTHERN LAKES ECONOMIC ALLIANCE

SERVICE PROVIDER PROGRAM-SUMMARY OF ALL GRANTS

| Type of Client | # of Clients Assisted | Rack Rate | Client Cost | NLEA Cost | Type of Service Provider | | | | | Type of Business | | |
|-----------------|-----------------------|--------------------|--------------------|--------------------|--------------------------|------------|-------------|--------------|-----------|--------------------------|-----------|-----------|
| | | | | | Logo/ mktg. | Web design | Acct. Setup | Legal Entity | Bus. Plan | Jobs Created or Retained | Start-up | Existing |
| Retail | 6 | \$7,829.99 | \$2,269.67 | \$2,269.67 | 0 | 2 | 2 | 1 | 0 | 15 | 3 | 3 |
| Manufacturing | 7 | \$11,022.00 | \$3,485.50 | \$2,990.12 | 1 | 5 | 1 | 0 | 0 | 45 | 4 | 3 |
| Accommodations | 2 | \$4,226.95 | \$1,056.73 | \$1,056.73 | 1 | 1 | 0 | 0 | 0 | 4 | 1 | 1 |
| Service | 10 | \$13,798.26 | \$6,148.49 | \$3,743.48 | 7 | 4 | 0 | 1 | 0 | 20 | 5 | 4 |
| Food Service | 1 | \$2,000.00 | \$500.00 | \$500.00 | 1 | 1 | 0 | 0 | 0 | 2 | 0 | 1 |
| Transportation | | | | | | | | | | | | |
| Assisted Living | | | | | | | | | | | | |
| Totals | 26 | \$38,877.20 | \$13,460.39 | \$10,560.00 | 10 | 13 | 3 | 2 | 0 | 86 | 13 | 12 |

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 Vermeesch, Notionfront
(www.notionfront.com)**

9:00-9:45AM Northern Michigan Hardwoods Success Story & Tour



**No fee to attend, thanks to
our sponsor:**



**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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Northern Lakes Economic Alliance

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