



East Jordan  
Chamber  
of  
Commerce

PRESENTS:



**Northern Lakes**  
ECONOMIC ALLIANCE

## Tools and Services to Help Entrepreneurs/Businesses

### Start-up & Prestart-up Businesses

#### **Business Resource Center Network (BRC)**

- Books, materials, and internet based tools
- Access to business counseling
- Seminars and workshops

Boyne City, Central Lake, Charlevoix, Cheboygan, East Jordan, Elk Rapids, Indian River, Mackinaw City, and Petoskey (NMC and Public Library)

#### **Business Seminar Programs**

How to Really Start Your Own Business class monthly at the BRC's. In partnership with SCORE, Local Chambers and the BRC's.

#### **Business Counseling**

- One-on-One assistance
- Confidential
- Free

#### **Need Money to Grow?**

- Assistance in preparing to meet with "the bank"
- Knowledge about area micro and other loan programs for small business
- New Crowdfunding options
- We can prepare you for "the tough questions"

#### **Market Research**

Access to databases to help determine location and market size

#### **Newsletters and Success Stories**

Learn what's going on and what businesses are doing exciting things!

#### **Partnerships**

- Vast partnership network brings many agencies and organizations together, all that want to help business grow
- One call to NLEA makes it easy for you to find the help you need

#### **Website Tools**

[www.northernlakes.net](http://www.northernlakes.net)

- Business Assistance Tab
- All sorts of info/tools/help

#### **Full-Time Professional Staff**

Great team with skills, experience and contacts to help you get to the next leg of your journey

### Established Businesses

#### **Executive Peer to Peer Support Opportunities**

Periodic meetings, workshops and programs for executives to facilitate business & personal growth and change.

#### **Strategy, Management, and Marketing Consulting**

Multiple resources to enhance market expansion, business strategy and assistance to find new procurement opportunities. Connect with discounted support services.

#### **Exporting Assistance**

Increase export opportunities and diversify customer base. How to begin exporting or enhance current export levels.

#### **Government Contracting Programs**

Personal assistance provided to and a special group roundtable to explore best practices for increasing government contract business.

#### **Technical Training Resources**

Assistance with identifying and connecting to technical training options. Financial assistance for training programs will be examined.

#### **Funding Assistance**

Determine the best funding options for business growth, from a variety of regional, state, private and national programs.

#### **Specialized Business Counseling**

**Visit our website or give us a call!**  
**[www.northernlakes.net](http://www.northernlakes.net) or 231-582-6482**

#### CORE PARTNERS