

MI-SBTDC

The Michigan Small Business & Technology Development Center™ (MI-SBTDC™), provides services and support in three core areas: counseling, training, and research.

Counseling

The SBTDC meets one-on-one with small business owners to assist in developing strategies to grow or change their company. Consultants include insightful established professionals who provide their knowledge and expertise regarding business development. Examples of assistance provided are as follows:

- Developing growth strategies
- Preparing a business plan for financing
- Determining cash flow issues
- Defining and quantifying marketing initiatives
- Developing sales strategies

These services are provided at no cost for business owners.

Training

Workshops are offered throughout the year for new ventures and young businesses. These workshops are designed to provide a basic understanding of all facets needed to operate a business. Small business owners and professionals with specific small business expertise teach these workshops. Some examples of the sessions offered to businesses on a year-round basis:

- **How to Start a Business - From Vision to Reality** is a one session seminar designed to provide would-be business owners with an overview of the business development process. Upon completion, an entrepreneur will have a clear idea of the questions that need to be addressed in starting a business and the variety of resource that are available to help in the process.
- **NxLevel for Entrepreneurs** is provided over a period of twelve class sessions to assist businesses develop an integrated and synergistic business plan, covering all aspects of the operation. This in-depth series facilitates the business plan development through a step-by-step process. Upon completion of the NxLevel training, the company will have an inclusive, forward-looking strategy.
- **Business Basics Seminars** cover a collection of key business areas for the start-up and existing business owners alike. Topics include business plan development, marketing, accounting systems, legal aspects of business, and others. These seminars may be taken singly or as a group for a Small Business Certificate.

Research

As part of the MI-SBTDC network we can access essential data for developing a new company & or for an existing firm to gain a competitive edge. Requests need to be made through an MI-SBTDC Region 9 consultant. Contact Patrica Salo, Associate Regional Director at (313) 967-9295 or psalo@emich.edu.

SCORE

SCORE®, a resource partner of the U.S. Small Business Administration, is a national organization with approximately 400 chapters and 11,000 members nationwide.

SCORE is an acronym for "**Service Corps of Retired Executives.**" When created in 1964 members were mostly men and women retired from business. However, with the burgeoning of business technology, the inclusion of younger members, active in business and experienced in current methods, has been encouraged. Now the reference to **SCORE** as "**Counselors to America's Small Business**" better explains what we do.

The purpose of **SCORE** remains the same: professionals who volunteer to help new generations of aspiring business owners make their dreams come true when starting or growing a business.

The focus of **SCORE** is business counseling. Confidential counseling can last for a few sessions or several years based on individual needs as one ascends the **SCORE** Stairway to Business Success. One-on-one counseling can take place at the main **SCORE** office, convenient SOUTH EAST MICHIGAN LOCATIONS or at the client's place of business. Visit www.scoredetroit.org for more information.

Rochester Regional Chamber of Commerce

The Rochester Regional Chamber of Commerce is a non-profit organization with a membership base of approximately 1300 businesses ranging from sole proprietorships to Fortune 500 companies.

Founded in 1955, the Chamber is the principal voice of the business community in Rochester, Rochester Hills, and Oakland Township. We are focused on fostering a favorable business climate, and promoting orderly, progressive development for our region.

The Mission of the Rochester Regional Chamber of Commerce is to provide leadership by advancing business development in partnership with civic, cultural and educational interests for the benefit of Rochester, Rochester Hills and Oakland Township.

For more information on the Rochester Regional Chamber of Commerce, contact Sheri Heiney, Executive Director, at (248) 651-6700 or sherih@rrc-mi.com.

Automation Alley

Automation Alley, Michigan's largest technology business association, drives growth in Southeast Michigan's economy

Automation Alley is a 501(c)6 non-profit organization that drives growth and economic development through a collaborative culture that focuses on workforce and business development initiatives. Automation Alley attracts the creators and consumers of diverse technologies from a variety of industries around the world.

The Automation Alley region is home to more than 312,000 technology workers and 8,000 technology businesses. It encompasses Genesee County, Livingston County, Macomb County, Monroe County, Oakland County, St. Clair County, Washtenaw County, Wayne County and the City of Detroit.

For more information regarding the business training and resources offered through Automation Alley, Roxanne Walker, Director of Member Services, at walker@automationalley.com.