

Portland Main Street offers area community business training in marketing

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PORTLAND, Mich. — Offering area business owners a chance to learn how to market their businesses, the Portland Main Street program's Economic Revitalization Committee is holding a free training session for small businesses.

The training exercise will be held at 6 p.m. Tuesday at Portland City Hall, located at 259 Kent St.

The event will be led by Gordon Ferguson, a senior business consultant with the Michigan Small Business and Technology Development Center, and is titled, Marketing Your Business.

"It is a fantastic program," said Portland Main Street Director Patrick Reagan. "It leads people through the ins and outs of how to market your business. A lot of times people think of (marketing) as an after thought, and it should be one of the first things."

The training will focus on practical applications of marketing concepts and marketing tools like market analysis and research, target marketing and assessing competitors.

"He will help them utilize all sorts of different marketing tools and technology," said Reagan. "This free workshop is a great opportunity for current and prospective business owners to learn how to effectively market their businesses and products."

The training is a collaboration between the Portland Main Street program and the Michigan Small Business and Technology Development Center.

The event is free for area business owners and those thinking of starting a business. Seating is limited.

"This is another example of the many great things that a Main Street program can bring to a community, and the Economic Revitalization Committee is excited to bring this training to Portland," said Reagan. "We invite any business in the area to come out and take advantage of this."

To make reservations, call the Michigan Small Business and Technology Development Center at 517-483-1921, or visit www.misbtdc.net.

To learn more about the Portland Main Street program, visit www.portlandmainstreet.org.

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