



July 5, 2009

Main Street to host series on business marketing

PORTLAND - The Economic Revitalization Committee of the Portland Main Street program will be hosting a series of summer workshops designed for small business owners and entrepreneurs. The first, entitled "Marketing your Business," will be held on the second floor of Portland City Hall on Tuesday, July 21, starting at 6 p.m.

This training session will present practical applications of marketing concepts designed to grow small businesses. It will cover basic marketing tools, including market analysis and research, target marketing, assessing competitors, and key marketing-implementation tools. A strategic, well-planned approach to marketing will also be demonstrated, along with several examples of effective hands-on marketing techniques.

The training sessions are in conjunction with the Michigan Small Business and Technology Development Center (MI-SBTDC). This training session will be led by Gordon Ferguson, a senior business consultant at the MI-SBTDC.

"This is a great opportunity for all downtown Portland businesses to learn how to effectively market their businesses and products," said Portland Main Street Manager Patrick Reagan. "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."

Although this presentation is free to the public, space is limited. To register and reserve your seats online, go to the MI-SBTDC Web site at http://www.misbtdc.net/works_hop.aspx?ekey=80290035. For more information and to register by phone, please call either the MI-SBTDC offices at (517) 483-1921 or the Portland DDA/ Main Street offices at (517) 647-5027.

The goal of the Portland Main Street program is to actively revitalize Portland's vibrant, charming, and unique downtown in to a gathering place-one that uses broad-based community support to (1) provide opportunities to entrepreneurs; (2) sustain a strong economic foundation for the region; and (3) safeguard history, tradition, and a sense of community for residents and visitors.

For more information on how you can be part of this mission, visit our Web site at www.portlandmainstreet.org.

- From the Portland Main Street office
