



State Headquarters  
 Grand Valley State University  
 Seidman School of Business  
 Grand Rapids, MI 49504  
 Phone: 616.331.7480  
 Fax: 616.331.7485

**Date:** October 13, 2010  
**Contact:** Jennifer Deamud (MI-SBTDC)  
**Phone:** 616.331.7372  
**E-mail:** [deamud@gvsu.edu](mailto:deamud@gvsu.edu)

## Regional Centers

Escanaba

Traverse City

Alpena

Harrison/ Mt. Pleasant

Saginaw

Flint

Grand Rapids

Lansing

Detroit

Mt. Clemens

Kalamazoo

Ypsilanti



## Michigan SBTDC Establishes the Manufacturing Assistance Team

*Providing Solutions in Diversification and Growth*

**GRAND RAPIDS, MI – October 13, 2010** – The Michigan Small Business and Technology Development Center (MI-SBTDC) formed a team of experts to assist manufacturers with planning for growth and diversification. The Manufacturing Assistance Team (MAT) provides support to manufacturers in three specific areas: financial analysis, capital access and strategic actioning.

“Michigan’s small business manufacturers are facing times when financing options are limited and the need to diversify is great,” stated Carol Lopucki, MI-SBTDC State Director. “Using their expertise and experience working with manufacturers, MAT can assist companies with analyzing complex situations and making tough decisions.”

The Team was formed in 2009 in response to the economic stress in the manufacturing sector. MAT started to gain traction in 2010 and has since assisted more than 80 manufacturing companies across the state. MAT clients are typically small to medium size manufacturers looking to diversify into new industries, exploring options for expansion, or strengthening their internal financial management tools.

Proos Manufacturing, a manufacturing business in Grand Rapids, has been in business since 1919 and a MAT client since 2009. Amy Engelsman, owner of Proos, worked with MAT consultants to analyze the company’s financial information. Together, they guided Engelsman through the process of restructuring their costs and developing formal sales forecasts and cash flow statements.

“It was great working with someone who acted like a partner for us, helping us identify problems and bringing them to the surface,” said Engelsman. “It was very educational and really provided another perspective for us.”

In 2009, 27% of the 15,808 clients served by the SBTDC were manufacturing clients. To contact a member of the SBTDC Manufacturing Assistance Team (MAT), send an email to [mfg@gvsu.edu](mailto:mfg@gvsu.edu).

(more)

### **About MI-SBTDC**

The Michigan Small Business & Technology Development Center is the Feet on the Street providing counseling, training and market research for Michigan's new business ventures, existing small businesses, expanding new businesses, new technology companies, and innovators.

The MI-SBTDC is located at the Grand Valley State University, Seidman College of Business in Grand Rapids, Michigan. As host of the MI-SBTDC State Headquarters, the Seidman College of Business oversees the twelve-region MI-SBTDC network. Entrepreneurs and small business owners may access the services of their nearest MI-SBTDC by calling 616.331.7480 or visiting [www.misbtdc.org](http://www.misbtdc.org).

###