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For Immediate Release

**AES CONSULTANT ATTAINS
SMALL BUSINESS CONSULTING CERTIFICATION**

Manistee, Michigan – The Manistee-based Alliance for Economic Success (AES) announced that consultant Deborah Nale has attained the distinction of certification as a business consultant through the Academy of Professional Small Business Consultants. Nale completed the Grand Valley State University (GVSU) program with eighteen other individuals who, like Nale, advise companies through Michigan's Small Business & Technology Development Center (SBTDC). The Academy provides participants with tools for helping small businesses solve problems and involves 64 hours of course work and business plan development during a two-week, 100 hour program.

Nale has worked with the SBTDC office at the AES for the past year, assisting small business clients with the services provided by the statewide program. During that period, Nale has been involved with 122 consultation sessions, focused on needs involving start up and existing businesses. She also provides no-cost market research for businesses through the SBTDC's data bases that are maintained by GVSU.

"To be successful in our increasingly more competitive economy, it is essential that businesses continue to develop and refine their internal capabilities, including personnel education and training," said Renee' Ihlenfeldt, Executive Director of the AES. "It is also imperative that our organization continue to build our capabilities and credentials so that we have the resources and the information that businesses require to achieve prosperity in this ever-changing business climate."