

## News Release

FOR IMMEDIATE RELEASE

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## Small Business Development Center Offers Business Planning Workshop Online

TRAVERSE CITY, MI – Current and future business owners who need to develop or update their business plans will find the help they need in an online workshop offered by the Michigan Small Business Development Center (SBDC). Venture Plan Online is an eight-week workshop that will give participants online access to small business experts, business planning software, and a valuable pipeline of resources needed to complete a business plan.

Venture Plan Online uses a variety of tools including live webinar sessions led by business and industry experts, video and textbook resources, and program-specific business planning software. Workshop participants will also have access to one-on-one consulting and market research from Northwest Michigan SBDC Certified Small Business Consultant, Walt Muellenhagen. Financial support for the one-on-one consulting services in northwest Michigan is provided by Fifth Third Bank, Northwestern Michigan College, and Northwest Michigan Council of Governments.

The first workshop will be Tuesday, February 4 from 11:30 a.m. to 12:30 p.m. and will run for eight consecutive Tuesdays during the same one hour time slot. Venture Plan Online eight-week workshops will also be offered beginning March 5, April 1, May 7, and June 3.

The course has a list price of \$450 but is being offered for only \$149. To register go to: [nwm.org/VenturePlanOnline](http://nwm.org/VenturePlanOnline). The workshop is available at no cost to veterans by emailing [sbdc@gvsu.edu](mailto:sbdc@gvsu.edu) or calling 616-331-7370.

The SBDC is a statewide business assistance program that provides one-on-one counseling, training and research support for Michigan small businesses. The Northwest Michigan regional office is hosted by the Northwest Michigan Council of Governments. More information is available at: [NorthwestMichiganBusiness.com](http://NorthwestMichiganBusiness.com).

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NorthwestMichiganBusiness.com



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NOTE to Media: Images are oftentimes available upon request by e-mailing Tom White at [tomwhite@nwm.cog.mi.us](mailto:tomwhite@nwm.cog.mi.us) and stating preferences for resolution (300 dpi?), file format (.tif? .jpg?) and file size (1MB or less?). Or, phone (231) 929-5044. Check our online Media Room at: [nwm.org/media](http://nwm.org/media)

Founded in 1974, the Northwest Michigan Council of Governments (NWMCOG) facilitates and manages various programs and services for the 10 county region. These programs include Northwest Michigan Works, Small Business Development Center, Procurement Technical Assistance Center, various business services, and many different regional planning initiatives in response to our communities' requests and needs. You will see the broad spectrum of workforce, business and community services NWMCOG offers if you visit our web site, [nwm.org](http://nwm.org)

NWMCOG's member counties are: Antrim, Benzie, Charlevoix, Emmet, Grand Traverse, Kalkaska, Leelanau, Manistee, Missaukee, and Wexford.