

**News Release**  
**FOR IMMEDIATE RELEASE**  
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## **Business Training for Entrepreneurs Available at a Reduced Rate**

### ***Orientation Sessions September 6 and 13 in Traverse City***

TRAVERSE CITY, MI—Entrepreneurs can evaluate business opportunities and develop an action plan for owning their own business at a special 10-week training program in Traverse City. The FastTrac® NewVenture™ training is being offered by the Northwest Michigan Small Business & Technology Development Center (MI-SBTDC) and the Michigan Economic Development Corporation (MEDC). Anyone interested in taking the training is required to pre-register for one of two 90-minute orientation sessions. Those orientations are free and will be held September 6 from 3:00 - 4:30 p.m. and September 13 from 6:00 - 7:30 p.m. Both orientations will be held at Northwestern Michigan College's Parsons-Stulen Building, 2600 Aero Park Drive, Traverse City.

The FastTrac NewVenture class will meet 10 Thursdays, September 20 through November 29 from 6:00 - 9:00 p.m. There will be no class November 22. The normal \$700 per student fee for the training has been reduced to only \$140 through scholarship funding provided by the MEDC. Class size is limited.

“By offering our FastTrac NewVenture class, local entrepreneurs have the opportunity to learn together and hone the skills necessary to thrive and grow their small business in a very challenging economy,” said Annie Shetler, FastTrac Instructor and MI-SBTDC Small Business Consultant, “The curriculum for this class is geared toward the new business start up and participants can expect to leave the class with a nearly complete business plan ready to take to investors.”

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The FastTrac class will feature a variety of guest speakers who will discuss topics including taxes, banking, accounting, business law, and running a retail business. The class is open to all types of businesses and industries including retail, manufacturing, and agriculture.

FastTrac New Venture, a program of the Ewing Marion Kauffman Foundation, has been tailored for new entrepreneurs seeking to launch a business rather than finding another job or those looking for a new career option. During the 10-week course, entrepreneurs will evaluate the feasibility of their business concept, make many contacts, including peers, resources and mentors, and learn to operate a profitable business, attract new clients or customers, retain employees, and improve service and product offerings.

To pre-register for one of the required orientation sessions call Northwestern Michigan College's Extended Education Services at: 231-995-1700 or 800-748-0566, ext. 1700.

The MI-SBTDC is a network of business consultants and resources providing business counseling, training, and market research to small businesses. Programs are available in every state; in Michigan, there are 12 regional offices. The program is funded by the U.S. Small Business Administration and the Michigan Economic Development Corporation, and is hosted in Northwest Michigan by Northwest Michigan Council of Governments.

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NOTE to Media: Images are oftentimes available upon request by e-mailing Tom White at [tomwhite@nwm.com.mi.us](mailto:tomwhite@nwm.com.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, YouthBuild, Small Business & Technology 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.



### **About the Kauffman Foundation**

The Ewing Marion Kauffman Foundation is a private nonpartisan foundation that works to harness the power of entrepreneurship and innovation to grow economies and improve human welfare. Through its research and other initiatives, the Kauffman Foundation aims to open young people's eyes to the possibility of entrepreneurship, promote entrepreneurship education, raise awareness of entrepreneurship-friendly policies,

and find alternative pathways for the commercialization of new knowledge and technologies. It also works to prepare students to be innovators, entrepreneurs and skilled workers in the 21<sup>st</sup> century economy through initiatives designed to improve learning in math, engineering, science and technology. Founded by late entrepreneur and philanthropist Ewing Marion Kauffman, the Foundation is based in Kansas City, Mo. and has approximately \$2 billion in assets.

### **About the MEDC**

The Michigan Economic Development Corporation, a partnership between the state and local communities, promotes smart economic growth by developing strategies and providing services to create and retain good jobs and a high quality of life. For more information about the MEDC, visit [www.TheMEDC.org](http://www.TheMEDC.org).