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Northwest Michigan  
Council of Governments  
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**Four Customer Groups**  
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Information Based Planning  
Technology Commercialization

**Four Consulting Teams**  
Small Business Team  
Growth Group Team (G2)  
Manufacturing Assistance Team (MAT)  
Technology Commercialization Team

Michigan's Feet on the Street  
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**News Release**  
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## **Business Owners Complete Business Plan Training in Traverse City**

### ***New Class Scheduled to Start March 14***

TRAVERSE CITY, MI - Julie Hay, the owner of Red Fox Gardens flower farm in Elk Rapids, says it's both terrifying and exciting to start a small business. Hay says she learned a lot about starting a business by taking the "Venture Plan: Six Week Business Plan" class, offered by the Michigan Small Business and Technology Development Center (MI-SBTDC), a program of Northwest Michigan Council of Governments.

"I would recommend this class to other aspiring business owners because I think it really helps to move one's dream from the idea to execution stage," said Hay. "In this class students benefit from the experience and knowledge of the instructor as well as the feedback and support from others in the class."

The MI-SBTDC is offering another "Venture Plan: Six Week Business Plan" class in Traverse City to teach business owners how to develop a business plan. The class will start March 14 and will meet every Thursday through April 25, with one week off for spring break. The classes will run from 5:30 p.m. - 8:30 p.m. at the Michigan Works! Service Center, 1209 South Garfield.

The intense, six-week class is for highly motivated early-stage business owners creating a business plan. Participants will meet weekly with a Certified Small Business Consultant, guest speakers and other business owners. During the class participants will also spend time developing a winning business plan that will include start up costs, cash flow projections, market research, marketing strategy, and more. Participants may also meet with the instructor outside of class for individualized work on their business plan.

(MORE)

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"Venture Plan: Six Week Business Plan" will cost only \$90 per participant thanks to a \$360 scholarship from Michigan State University. Pre-registration is required at [misbtdc.org](http://misbtdc.org). For more information call 231-922-3780.

The MI-SBTDC 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.

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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, 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.