



www.misbtdc.org

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Four Customer Groups
New Ventures
Existing Businesses
Growing Companies
Advanced Technology Companies

Four Core Services
Counseling
Business Education
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
in partnership with:



News Release
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Class in Petoskey Teaches Business Owners How to Develop a Business Plan

PETOSKEY, MI - The Michigan Small Business and Technology Development Center (MI-SBTDC), a program of Northwest Michigan Council of Governments, is offering a class in Petoskey to teach business owners how to develop a business plan. "Venture Plan: Six Week Business Plan," will start March 13 and will meet every Wednesday through April 24, with one week off for spring break. The classes will run from 1:00 p.m. - 4:00 p.m. at the Petoskey Public Library, 500 East Mitchell Street.

The intense, six-week class is for highly motivated early-stage business owners creating a business. 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.

"Most business owners hold their plan in their brain, not on paper," said Mary Rogers, SBTDC Regional Director. "They never get around to writing the plan because they just don't know where to start. This class takes the pressure off how to write the plan and creates a systematic process with a six week deadline for results."

"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. 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 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

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

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