



[www.misbtdc.org](http://www.misbtdc.org)

Northwest Michigan  
Council of Governments  
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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**  
FOR IMMEDIATE RELEASE  
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## Business Start Up and Business Plan Training Offered in Traverse City

TRAVERSE CITY, MI - Business owners and individuals considering self-employment will learn how to develop a business plan and start a business in two workshops offered by the Michigan Small Business and Technology Development Center (MI-SBTDC) in Traverse City.

A "Venture Start" workshop begins Tuesday, September 3 and runs for four consecutive Tuesdays through September 24. The workshop runs from 5:30 p.m. to 8:00 p.m. in the Parsons-Stulen building on NMC's Aero Park Campus. The course will be taught by SBTDC Business Consultant Walt Muellenhagen and is designed for individuals who are considering self-employment, or who may be at the beginning stages of starting a business.

The first session will provide an overview of what it takes to start your own business, help assess your readiness for business ownership and provide the basics for writing a business plan. Subsequent sessions will focus specifically on marketing your business, financial management, and business legal issues. During the workshops, expert guest speakers will enhance the learning experience with practical examples of business ownership and answer questions related to their particular area of expertise. Those participants desiring to have free one-on-one consultations with a business consultant will have the opportunity to register for this service

There is no charge to attend the workshop but pre-registration is required at: [northwestmichiganbusiness.com](http://northwestmichiganbusiness.com). For more information contact Sharon Gordon at: 231-922-3780 or [sharongordon@nwm.cog.mi.us](mailto:sharongordon@nwm.cog.mi.us).

"Venture Plan: Six Week Business Plan," will start September 19 and will meet for three hours every Thursday through October 31 except for October 17. The classes will run from 5:30 p.m. to 8:30 p.m. in the large conference room at the Michigan Works! Service Center located at 1209 S. Garfield.

(MORE)

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“Most business owners never get around to writing a business plan because they just don’t know where to start,” said Mary Rogers, SBTDC Regional Director. “This class takes the pressure off how to write the plan and creates a systematic process with a six week deadline for results.”

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 and will spend time developing a winning business plan that will include start up costs, cash flow projections, market research, marketing strategy, and more. Expert guest speakers will join the class each week to share their many successes and failures of owning and operating their own small businesses, and to offer encouragement and insight to people taking the class. Participants may also meet with the instructor outside of class for individualized work on their business plan.

"Venture Plan: Six Week Business Plan" costs \$90 per participant and requires a non-refundable pre-payment. Registration and payment information is available online at: [northwestmichiganbusiness.com](http://northwestmichiganbusiness.com). For more information contact Sharon Gordon at: 231-922-3780 or [sharongordon@nwm.cog.mi.us](mailto:sharongordon@nwm.cog.mi.us).

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, [www.nwm.org](http://www.nwm.org)

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