

News Release

FOR IMMEDIATE RELEASE

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Successful Local Business Owners Set to Share Advice at Business Plan Class in Traverse City

TRAVERSE CITY, MI – Traverse City auto dealership owner Otto Belovich will be the opening guest speaker at a class that will help business owners learn how to develop a business plan in just six weeks. The Northwest Michigan Small Business Development Center (SBDC) is offering "Venture Plan: Six Week Business Plan," beginning September 9 in Traverse City. The class will run from 5:30 p.m. to 8:30 p.m. every Tuesday through October 14. The classes will be held at the Northwest Michigan Small Business Development Center at the Michigan Works! Service Center located at 1209 S. Garfield.

Along with Belovich other guest speakers will include: Lisa Newhouse, Cherry City Consulting; Mike Weitschat, Peterson McGregor Insurance; Vernon LaLone, CPA; Beth Bozung, Safety Net; Mike Caruso, MBank; and Mary Rogers, SBDC Regional Director.

“Our guest speakers have a wealth of experience in a wide variety of businesses,” said Rogers. “They’ll share their many successes and failures of owning and operating their own small businesses, and will offer encouragement and insight to people taking the class.”

The intense, six-week class is for highly motivated early-stage business owners creating a business plan. In addition to the guest speakers, participants will meet weekly with SBDC Small Business Consultant Walt Muellenhagen, and will spend time developing a winning business plan that will include start-up costs and cash flow projections, market research and defining your target customer, social media and marketing strategy, operations management, and more.

"Venture Plan: Six Week Business Plan" costs \$149 per participant. Registration and payment information is available online at: northwestmichiganbusiness.com. For more information contact Tricia Stevens at: triciastevens@nwm.cog.mi.us or 231-922-3780.

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. For more information, go to: 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 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 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.