

News Release

FOR IMMEDIATE RELEASE

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Opportunity for Entrepreneurs to Set the Foundation For a Successful Launch

NORTHWEST LOWER, MI—Entrepreneurs will learn about the steps needed to successfully launch a new business in a series of classes in Traverse City. The Set the Foundation classes will meet for six consecutive Wednesdays beginning February 13 and ending March 20. The classes will run from 9:00 am to 12:00 pm at the Conference Center in the Northwest Michigan Works! Building, 1209 South Garfield. Set the Foundation is being provided by the Northwest Michigan Small Business Development Center (SBDC) and is co-sponsored by Crosshatch Center for Art & Ecology and the USDA.

Set the Foundation is intended for the first time business owner or the owner of an early-stage existing business looking to improve operations, target markets, and address essential aspects of growing the business. The class uses Rhonda Abrams' *6-Week Startup*, which is a step-by-step guide that every entrepreneur needs for successfully launching their new venture, making money, and being successful for years to come. The class will follow a comprehensive program that breaks down the many tasks of launching a business into six, manageable weeks featuring in-session work groups, class instruction, and guest speakers.

Amanda Kik, Co-founder/director of Crosshatch Center for Art & Ecology, participated in a very similar intensive training. "This is the kind of in-depth planning that can make for a successful business," said Kik. "Taught by folks who know what they're talking about, you will leave this course more confident and ready to tackle your dream."

The classes will be facilitated by Northwest SBDC Regional Director, Annie Olds, and SBDC Business Consultant, Joni Krolczyk. The topics to be discussed include:

- Efficiently and properly laying the foundation in preparation to launch
- Getting the information needed to make big decisions
- Connecting to a network of resource professionals
- Developing an operational strategy
- Determining what it means to finance a new venture

This \$450 class is underwritten by Crosshatch Center for Art & Ecology and is available to individuals at a significantly reduced rate of \$100 per person. Preregistration and payment are required and can be completed online at SBDCMichigan.org. You can also register by contacting the Northwest SBDC Regional Center at sbdc@networksnorthwest.org or 231-929-5060.

About Michigan SBDC

The Michigan Small Business Development Center (MI-SBDC) provides expert assistance at no cost to entrepreneurs looking to start or grow a business. The Northwest Michigan Regional Center is hosted by Networks Northwest and serves the ten county region including: Antrim, Benzie, Charlevoix, Emmet, Grand Traverse, Kalkaska, Leelanau, Manistee, Missaukee, and Wexford counties. For more information, go to: sbdcnorthwest.org.

The Michigan SBDC State Lead Center is located at Grand Valley State University, Seidman College of Business, in Grand Rapids. Michigan small business owners may access the Michigan SBDC services by contacting 616-331-7480 or SDBCMichigan.org.

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NOTE to Media: Images are oftentimes available upon request by e-mailing Dan Boss at dan.boss@networksnorthwest.org and stating preferences for resolution (300 dpi?), file format (.tif? .jpg?) and file size (1MB or less?). Or, phone (231) 929-5047. Check our online Media Room at: networksnorthwest.org/media

Founded in 1974, Networks Northwest facilitates and manages various programs and services for the 10 county region. These programs include Northwest Michigan Works, 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 Networks Northwest offers if you visit our web site, networksnorthwest.org

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