

# News



## Macomb County Department of Planning & Economic Development

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### **Macomb County offers third round of popular Fast Trac® to the Future**

MOUNT CLEMENS, Mich. – The Macomb County Small Business & Technology Development Center (SBTDC) is offering a third series of “Fast Trac® to the Future” classes for county residents interested in starting a new business.

The 10-week training program, led by SBTDC staff, provides guidance assessing the feasibility of entrepreneurial business concepts, evaluating market needs, analyzing and selecting target markets, developing a comprehensive business plan and operating budget, and uncovering financing options. Mentoring and valuable resources are given to participants, with guest lecturers providing first-hand insight into the world of successful business ownership.

According to SBTDC Director Don Morandini, the Fast Trac® program — recently praised by Governor Jennifer Granholm for its potential to help diversify Michigan’s business climate — is particularly valuable to Macomb County, where nearly 95-percent of businesses employ less than 50 people.

Entrepreneur Abe Valdez recently completed the program, and says it gave him a comprehensive understanding of all the steps he needs to take to be successful.

“The program guides you through all the critical steps in building the necessary components to plan your business,” he said. “I needed the well-organized structure to guide me through the critical aspects of business development.”

The cost to participate is \$700. Full scholarships are available through the New Economy Initiative and the Ewing Marion Kauffman Foundation. Classes will be on Mondays, from 8:30 a.m. to noon beginning May 3. Mandatory orientations for scholarships will be February 15, from 3 – 6 p.m. at TechTown, located on the campus of Wayne State University, and February 24 from 3-6 p.m. at M-TEC in Auburn Hills.

For more information, call the Macomb County SBTDC at 586-469-5118 or visit [www.macombcountymi.gov](http://www.macombcountymi.gov).

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