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**News Release
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BUSINESS PLAN DEVELOPMENT FOR NONPROFITS SCHEDULED FOR TRAVERSE CITY

MARCH 25, 2011 --- TRAVERSE CITY, MI - The use of business plans is not restricted to "for profit" companies. Nonprofit leaders benefit from a solid business plan when evaluating new business ventures, partnerships, or assessing strategies for improving financial performance.

On Thursday, April 7, 2011 from noon to 1:30 pm, NorthSky Nonprofit Network hosts a professional development session, "Business Planning for Nonprofits." Debra McKeon, NorthSky Executive Director and Chris Wendel, Regional Director, MI-Small Business & Technology Development Center will lead the session. Nonprofit leaders will learn how to develop a business plan including who to involve in the process, information to gather and the elements to include.

The program will be held in Northwestern Michigan College University Center, room 5. The registration fee is \$10; participants may feel free to bring a lunch. Registration is required by contacting www.northskynonprofitnetwork.org or 231.929.3934.

NorthSky Nonprofit Network is a program of Rotary Charities and supports the work of the nonprofit sector through advocacy, capacity building, and sustainability support. Its mission is to build strong communities by helping nonprofit organizations achieve and sustain excellence. NorthSky is an official satellite office of the Michigan Small Business & Technology Development Center, servicing nonprofit organizations.

Northwestern Michigan College is a publicly-funded community college that serves more than 50,000 learners through academic credit programs, noncredit personal interest classes, organizational training and cultural events.

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