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## FOR IMMEDIATE RELEASE

### **REGION 10 OFFERS BUSINESS PLANNING SERIES FOR SMALL BUSINESSES- SEPTEMBER 12- NOVEMBER 14, 2018—IN ENGLISH AND IN SPANISH.**

**August 28, 2018, Montrose, CO-** Because small businesses don't plan to fail they just fail to plan, Region 10 is offering an intensive 10-week business planning series for entrepreneurs designed to provide proven tools, frameworks, and skills to help startups and current business owners navigate the road to success with confidence and ease. Business Blueprint will be held on 10 consecutive Wednesday evenings from 6-9 p.m., September 12- November 14, at Region 10 in Montrose. The cost is \$250. Register at [www.region10.net](http://www.region10.net)

For the first time, Region 10 will also provide this series simultaneously in Spanish with interpretation provided by Alma Buis. Ms. Buis is a Montrose resident who has been providing interpretation and translation services in the area since 2005.

Running a business takes much more than a good idea or having a particular skill. Business Blueprint shows entrepreneurs that a successful business also requires attention to accounting and finance, marketing, operations, and management. Participants in Business Blueprint will get the business expertise and support they need to build a toolkit and drive an action plan. This comprehensive training series is highly interactive, includes engaging speakers and subject matter experts, and is geared toward giving businesses a good understanding of all the components of a successful business.

Participants will:

- Determine the market-driven need and benefit of their business;
- Identify core competencies;
- Understand the competitive landscape;
- Develop a business value proposition;
- Identify their most profitable target audience;
- Create a marketing plan;
- Understand basic accounting principles,
- Learn to read financial statements;
- Build a detailed financial model and cash flow projections; and
- Develop a strategic plan and timeline for implementation.

**What people are saying about Business Blueprint:**

- *Amazing speakers and resources all in one place! Very comprehensive information.*
- *Helped get my business started on the right foot.*
- *I wish I had signed up for this series when I was starting my business!*
- *Starting a business? Reviving a business? Take this class!*
- *I've taken this class twice and will probably take it again— an invaluable resource!*

The series will be facilitated by Nancy Murphy, Region 10's Small Business Development director, a forward-thinking business executive with a proven track record of creating industry trends and strategies that have impacted the expansion and profitability of global luxury/lifestyle brands including BMW, Benetton, and the Olympics. Since 2003, she has worked with hundreds of entrepreneurs and small businesses around the world to successfully launch products and services, expand markets, and increase profitability-- building a solid foundation for business success.

English to Spanish interpretation will be provided by Alma Buis. A graduate of the Business Blueprint series, Ms. Buis began her own business in 2016 and has provided interpretation and translation from English to Spanish for agencies including PACE, Public Defenders Office, The Municipal court, Hispanic Affairs Project, Montrose School District, Dolphin House, Montrose Police and Sheriff's Department, Making Olathe Better (MOB) organization, and private clients.

For more information call Nancy Murphy at 970-765-3130 or email [nancy@region10.net](mailto:nancy@region10.net)  
Or register online at [www.region10.net](http://www.region10.net)

### **About Region 10**

Established in 1972, Region 10 is a 501(c)3 nonprofit organization offering public programs in support of six counties in western Colorado, including Delta, Montrose, Hinsdale, Gunnison, Ouray, and San Miguel counties. Services include an array of Community Living Services, Small Business Resources, and Regional Development Projects. More information can be found at [www.region10.net](http://www.region10.net)

### **About Region 10's Small Business Resource Center**

Region 10's Small Business Resource Center (SBRC) focuses on developing and expanding area businesses by providing the resources and tools they need to reach their goals. Training, one-on-one consulting, and access to capital are available to the six-county region. Region 10 also serves as the administrator for the Enterprise Zone tax credits.

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