

## **For Immediate Release**

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### **Contact:**

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## **FastTrac® Business Program Set for Corridor Region**

[Spencer, IA] The Iowa Lakes Corridor Development Corporation announced today it will provide FastTrac® entrepreneurial training programs in Estherville and Spencer in early 2010. FastTrac®, an initiative of the Ewing Marion Kauffman Foundation of Kansas City, is a practical, hands-on business development program designed to help entrepreneurs hone the skills needed to create, manage, and grow successful businesses. FastTrac® participants don't just learn about the business, they live it. They work on their own business ideas or ventures throughout the program – moving their ventures to reality or to new levels of growth. FastTrac® programs were created by entrepreneurs and are facilitated by entrepreneurs.

Two FastTrac® programs will be starting in early 2010 - FastTrac® NewVenture™ and FastTrac® GrowthVenture™. FastTrac® NewVenture™ will begin Tuesday, January 26<sup>th</sup> at 6:30 p.m. and be held at Iowa Lakes Community College, Room 50, in Estherville. The program will be held every Tuesday evening for ten weeks from 6:30 – 9:30 p.m. This program is suited best for entrepreneurs in their early stages of business development and provides the tools to develop a business concept, determine the viability of the business concept, and outline the critical steps to a successful business launch.

FastTrac® GrowthVenture will start on Tuesday, February 16<sup>th</sup> and meet on Tuesday and Thursday afternoons from 2:00 – 5:00 p.m. at the Spencer Campus of Iowa Lakes Community College for five weeks. This program provides the tools and support to carefully review and evaluate important aspects of your business, explore next-stage growth and opportunity, and reshape an existing business for future profitability and improved business performance. It is best suited for existing business owners or growing businesses in the service, merchandising and manufacturing industry.

“We have invested significantly in training with the Kauffman Foundation to be able to offer this program in our region and very excited about how this program can help further

our goal of becoming recognized as the most attractive region for entrepreneurs and new ventures,” said Kathy Evert, President and CEO of the Iowa Lakes Corridor Development Corporation. “I have worked with the FastTrac® program in the past and know it will be of great value to entrepreneurs and business owners and to the long-term economic vitality of this region.”

The cost for the 30-hour program is \$375 and includes all materials, a business coach, and guest speakers at each session. An early bird registration discount of \$50 is available for those registering and paying by December 30, 2009. Both programs will be facilitated by Scott Lowe, Vice President-Entrepreneurship of Iowa Lakes Corridor Development Corporation.

For more information or to register for the program, contact Scott Lowe at 712.264.3474 or 1.800.765.1428 or email [slowe@lakescorridor.com](mailto:slowe@lakescorridor.com).

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The Iowa Lakes Corridor Development Corporation is the regional economic development agency for Buena Vista, Clay, Dickinson and Emmet Counties. Its mission is to foster, encourage, aid, promote or otherwise assist in the economic growth and development of the region. For more information about the Iowa Lakes Corridor Development Corporation, call 712.264.3474 or visit [www.lakescorridor.com](http://www.lakescorridor.com).