

News Release

FOR IMMEDIATE RELEASE

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New Box Lunch Business Workshop Focuses on Strategies for Managing Growth

TRAVERSE CITY, MI – The first in a new series of Box Lunch Business Workshops in Traverse City will focus on Strategies for Managing Growth. The May 5 workshop will run from 11:30 a.m. to 1:00 p.m. at the Michigan Small Business Development Center (SBDC) regional office inside the Northwest Michigan Works! Service Center located at 1209 South Garfield Avenue.

The speaker at the Box Lunch Workshop will be Jason Warren, CPA. He will discuss tools and strategies that can help businesses when day-to-day operations and issues related to growth consume more and more time. Warren will use real-world examples and will share strategies that have worked for other companies that are still going strong today.

Warren began his career as a partner in a CPA firm guiding hundreds of small business owners through the ups and downs of business ownership. He later served as the CFO, Director of Human Resources, and Head of Procurement for Shoreline Fruit and worked with a senior management group to guide the company through a period of tremendous growth and expansion. Warren currently serves as COO for Delta Industrial Valves, a manufacturing company based out of Niles, Michigan and is the managing partner of a \$10 million private investment company holding real estate and business investments mostly in the Grand Traverse area.

The cost of the workshop is \$20 which includes lunch. You can find more information and register at: northwestmichiganbusiness.com.

The SBDC is a statewide business assistance program that provides one-on-one counseling, training and research support for Michigan small businesses. The Northwest Michigan Regional office is hosted by the Northwest Michigan Council of Governments and provides services for Antrim, Benzie, Charlevoix, Emmet, Grand Traverse, Kalkaska, Leelanau, Manistee, Missaukee, and Wexford counties. For more information, go to: northwestmichiganbusiness.com

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NOTE to Media: Images are oftentimes available upon request by e-mailing Tom White at tomwhite@nwm.cog.mi.us and stating preferences for resolution (300 dpi?), file format (.tif? .jpg?) and file size (1MB or less?). Or, phone (231) 929-5044. Check our online Media Room at:

nwm.org/media

Founded in 1974, the Northwest Michigan Council of Governments (NWMCOG) facilitates and manages various programs and services for the 10 county region. These programs include Northwest Michigan Works, YouthBuild, 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 NWMCOG offers if you visit our web site, nwm.org

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