

News Release

FOR IMMEDIATE RELEASE

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Media Contact: Dan Boss
Communications Specialist
231-929-5047
danboss@networksnorthwest.org

Financial Tools Workshop Helps Businesses Know Their Numbers

TRAVERSE CITY, MI – Business owners can learn how to improve their fiscal fitness at a financial tools workshop April 29 in Traverse City. "Know Your Numbers: Five Keys to Using Financial Statements to Maximize Cash Flow," is designed for business owners and key staff who want to have a better understanding of how to use their financial statements. The workshop will be held from 9:30 a.m. to 12:30 p.m. at the Hagerty Center, 715 East Front Street.

The Know Your Numbers workshop is being offered by the Northwest Michigan Small Business Development Center (SBDC) in partnership with Fifth Third Bank. The workshop will be taught by the SBDC's Growth Consultant Carolyn Rourke, who is experienced at walking business owners through the ins and outs of the critical concepts related to financial statements.

The "numbers" are often the most confused and over-looked area when business owners are not sure how to relate them to day-to-day business operations. Rourke will help attendees identify opportunities and challenges as they relate to balance sheets and income statements, discuss proven ways to increase cash flow, apply breakeven analysis, and more.

"Know Your Numbers: Five Keys to Using Financial Statements" will cost \$29 per participant, which includes the seminar and a workbook. Pre-registration is required at: northwestmichiganbusiness.com. For more information contact Tricia Stevens at: sbdc@networksnorthwest.org or 231-922-3780. Fifth Third customers should contact Tricia for tuition waiver information.

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 Networks Northwest. 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@networksnorthwest.org 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: networksnorthwest.org/media



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