

News Release

FOR IMMEDIATE RELEASE

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Know Your Numbers Workshop Helps Businesses Understand and Use Financial Statements

TRAVERSE CITY, MI – Business owners can learn how to improve their fiscal fitness at a financial tools workshop November 2 in Traverse City. "Know Your Numbers: Using Your Financial Statements to Better Manage Your Business," is designed for small business owners and key staff who want to have a better understanding of how to use their financial statements to manage their business. The workshop will be held from 9:30 a.m. to 12:30 p.m. in the large conference room at Northwest Michigan Works, 1209 South Garfield Avenue.

The Know Your Numbers workshop is being offered by the Northwest Michigan Small Business Development Center (SBDC). The workshop will be facilitated by SBDC 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 will cost \$25 per participant. Pre-registration and payment is required at: sbdcmichigan.org/training, or by contacting the SBDC office at: sbdc@networksnorthwest.org or 231-922-3780.

About Michigan SBDC

The Michigan Small Business Development Center (MI-SBDC) provides expert business assistance to help Michigan businesses raise capital, develop business plans and export strategies, and commercialize technologies. The Northwest Michigan Regional office is hosted by Networks Northwest and serves the ten county region including: Antrim, Benzie, Charlevoix, Emmet, Grand Traverse, Kalkaska, Leelanau, Manistee, Missaukee, and Wexford counties. The Northwest Michigan SBDC's contributing partners are Baker College, North Central Michigan College, and Venture North. For more information, go to: sbdcnorthwest.org. The Michigan SBDC State Headquarters is located at Grand Valley State University, Seidman College of Business in Grand Rapids. Michigan small business owners may access the Michigan SBDC services by contacting 616-331-7480 or SDBCMichigan.org.

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Board Chair: **Gary W. Fedus**

Chief Executive Officer: **Elaine Wood**



NOTE to Media: Images are oftentimes available upon request by e-mailing Dan Boss at dan.boss@networksnorthwest.org and stating preferences for resolution (300 dpi?), file format (.tif? .jpg?) and file size (1MB or less?). Or, phone (231) 929-5047. Check our online Media Room at: networksnorthwest.org/media

Founded in 1974, Networks Northwest facilitates and manages various programs and services for the 10 county region. These programs include Northwest Michigan Works, 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 Networks Northwest offers if you visit our web site, networksnorthwest.org

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