

**News Release**

**FOR IMMEDIATE RELEASE**

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Contact: Dan Boss  
Communication Specialist  
(231) 929-5047  
dan.boss@networksnorthwest.org

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## **Northwest Michigan Arts and Culture Summit May 23 at Interlochen**

TRAVERSE CITY, MI—Artists, organizations, businesses, and others in the creative sector are invited to participate in the Northwest Michigan Arts & Culture Summit May 23 at the Interlochen Center for the Arts. This is the second annual regional summit to strengthen relationships, support cultural economic development & continue building the ten county arts and culture network. Sessions will focus on cultural tourism & community engagement, hands-on tools & strategies, & creating a ‘next steps’ road map with priorities, goals & champions to take us forward. The event will run from 9:00 a.m. to 3:30 p.m. at Interlochen’s Mallory-Towsley Center for Arts Leadership.

The Summit will include:

- Presentations & interactive discussions with community builders, tourism professionals, arts leaders and participants on cultural tourism, community engagement, best practices and strategies to build the creative sector – locally and regionally;
- Strategies, tools and opportunities to help ‘tell our story’ – individually and collectively;
- Hands-on planning to map specific network goals, initiatives and action steps.

Partial speaker list includes:

- Trevor Tkach, CEO/President, Traverse Tourism
- Brian Lawson, Director of Public Relations, Crystal Mountain
- Bill Palladino, Taste the Local Difference & Food & Farming Network
- Susan Wenzlick, Writer, Consultant & Placemaking Specialist, OrdinaryVirtues.com
- Amanda Kik, Co-Director, Crosshatch Center for Art & Ecology
- Seth Bernard, Musical Artist, Earthwork Music

(MORE)

The cost to attend the Summit is \$15 (including continental breakfast and lunch). Registration is available online at: [networksnorthwest.org/arts](http://networksnorthwest.org/arts)

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NOTE to Media: Images are oftentimes available upon request by e-mailing Dan Boss at [dan.boss@networksnorthwest.org](mailto: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](http://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](http://networksnorthwest.org)

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