

News Release

FOR IMMEDIATE RELEASE

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Workshop to Help Farms and Other Businesses Find and Keep Employees

PETOSKEY, MI—Small business owners and farmers can learn how to find, hire, and keep the best employees in an ever tightening job market at a workshop September 26 in Petoskey. “Business of Farming: What’s Hot in Hiring” will run from 8:30 a.m. to 10:30 a.m. at the North Central Michigan College Student & Community Resource Center, Room 536.

The workshop is intended for small business owners, farmers, and hiring managers and will address the trends in hiring, where to find skilled staff, which digital tools you should be using to communicate your employment brand, and strategies and resources for finding and retaining the right employees. By staying on top of emerging trends you can attract talent, reduce turnover, and create a happier workforce. While this workshop is geared toward small farms or agribusinesses, any small business owner will find this topic both relatable and practical.

The presenter will be Annie Olds, Northwest Regional Director and Small Business Consultant with the Michigan Small Business Development Center. Olds is also an agribusiness specialist and owner of a small farm in Kalkaska.

The cost of the workshop is \$20. Registration is available through North Central Michigan College at ccefaq@ncmich.edu or 231-348-6613.

Event co-sponsors are Crosshatch, the USDA Risk Management Agency, Networks Northwest, Northwest Michigan Works!, Northwest Michigan Small Business Development Center, Baker College of Cadillac, North Central Michigan College, and Venture North.

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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.