

News Release

FOR IMMEDIATE RELEASE

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Box Lunch Business Workshop Focuses on Creating a Culture of Accountability

TRAVERSE CITY, MI –Creating a Contagious Culture of Accountability will be the topic of a Box Lunch Business Workshop June 9 in Traverse City. The workshop will run from 11:30 a.m. to 1:00 p.m. at the Council of Governments Conference Room in the Northwest Michigan Works! Center located at 1209 South Garfield Avenue. The lunch is being hosted by the Michigan Small Business Development Center (SBDC).

The speaker at the Box Lunch Workshop will be Robyn Marcotte. She will look at the five steps to creating a contagious culture of accountability and will discuss easy, low cost ideas for engaging and motivating your business team. Marcotte will share stories from other companies that have created contagious cultures and improved their business results that drive profitability.

Marcotte is the founder of Aha! Leadership LLC; a leadership development organization designed to help companies and organizations create cultures where results rule. Marcotte and her team serve a wide range of industries throughout the Midwest including: financial, franchise food, legal, automotive, medical, insurance, veterinary medicine, and manufacturing. Marcotte was recognized as one of Detroit's best facilitators and inspires leaders through solid leadership principles, real stories and engaging exercises.

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.