

News Release

FOR IMMEDIATE RELEASE

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Financial Tools Workshop Helps Businesses Know Their Numbers

CADILLAC, MI – Business owners can learn how to improve their fiscal fitness at a financial tools workshop October 22 in Cadillac. "Know Your Numbers: Five Keys to Using Financial Statements to Maximize Cash Flow and Increase Access to Capital," 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 Baker College, 9600 East 13th 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 \$25 per participant, which includes a light breakfast and a workbook. Pre-registration is required at: sbdcnorthwest.org. For more information contact the SBDC office at: sbdc@networksnorthwest.org or 231-922-3780. Fifth Third customers should contact the SBDC for tuition waiver information.

The Michigan Small Business Development Center (MI-SBDC) enhances Michigan's economic well-being by providing counseling, training, research, and advocacy for new ventures, existing small businesses, and innovative technology companies. 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 and Northwestern Michigan College. For more information, go to: sbdcnorthwest.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 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

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.