

News Release

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Virtual Business Summit Offers Tools For a Changing Economy

NORTHWEST LOWER, MI – Businesses can learn about getting back to business after COVID-19, diversifying their customer base, the talent pipeline, and much more April 28 at the Northwest Michigan Virtual Business Summit. The online event is being hosted by Networks Northwest in cooperation with Northwest Michigan Works!, the Northwest Michigan Procurement Technical Assistance Center (PTAC), the Northwest Michigan Small Business Development Center (SBDC), and the Global Trade Alliance of Northern Michigan.

“We are excited to offer this learning opportunity to our business partners throughout Northwest Lower Michigan and from across the State,” said Terry Vandercook, Chief Program Officer at Networks Northwest. “Our summit agenda has been carefully crafted to address a wide range of key subjects as businesses look to lead, grow, hire and advance in our changing economy.”

The Northwest Michigan Virtual Business Summit is proud to partner with and feature a keynote presentation by New York Times Best-Selling author, Angie Morgan, who will talk about how leaders leverage risk to win. Morgan is a northern Michigan native and is the co-founder of Lead Star. Morgan has led in the Marine Corps, in business, and in her community. She also advises leaders among the world’s best businesses, to include Clif Bar, Marathon Oil, Google, and many other equally impressive businesses and organizations.

“I’m impressed with the level of creativity, innovation, and agility demonstrated in our community amidst COVID-19; it’s on-par, and in many cases better, than what we’ve been observing on a national stage,” said Morgan. “There’s still so much opportunity, though, for businesses to continue

to take risks. I'm honored to speak at this conference and share ways that leaders can bet on themselves as they lead their businesses to the better days ahead."

Virtual Business Summit participants will be able to choose from a variety of different sessions with topics including developing a more diverse customer base through government contracting and exporting, pivoting to online sales, and new opportunities to grow their talent pipeline. There will also be opportunities to "Meet the Experts" and network in virtual break-out rooms.

The Northwest Michigan Virtual Business Summit will run from 8:30 am to 12:30 pm on Wednesday, April 28. Registration and more information are available at, nwm.org/BizSummit. The cost to attend is \$30.

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NOTE to Media: Images are oftentimes available upon request by emailing Dan Boss at dan.boss@networksnorthwest.org and stating preferences for resolution, file format, and file size. 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 website, networksnorthwest.org

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