

NEWS RELEASE FOR IMMEDIATE RELEASE

4/10/25

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Employers Invited to Exclusive Business Resource Network Information Session on May 2nd - Petoskey

Northern Michigan employers looking for innovative ways to reduce turnover, boost productivity, and support their workforce are invited to an exclusive **Business Resource Network (BRN) Information Session on May 2nd at North Central Michigan College (NCMC) in Petoskey**. Hosted by **Northwest Michigan Works!, a program of Networks Northwest**, this proven strategy session is designed to introduce businesses to the BRN model and strengthen workforce retention for new employer partners. Take advantage of this high-impact program!

Attendees will have the opportunity to hear directly from local employers who have been participating in the program, demonstrating improved employee engagement, attendance, and job satisfaction. The session will be facilitated by **Kate Stolarski, a dedicated Success Coach who has been transforming workplaces for six years** by providing personalized, on-site employee support. Attendees will learn how the program results in a stronger, more productive workforce.

"Employers who join and invest in the Business Resource Network gain a competitive edge by fostering a more stable and satisfied workforce," said **Rob Dickinson, Regional Director of Business Services at Northwest Michigan Works!** **"This program delivers measurable results, and we encourage businesses to attend this session to learn how BRN can help them overcome workforce challenges."**

Why Attend?

Antrim ☐ Benzie ☐ Charlevoix ☐ Emmet ☐ Grand Traverse ☐ Kalkaska ☐ Leelanau ☐ Manistee ☐ Missaukee ☐ Wexford

PO Box 506 ☐ Traverse City, MI 49685-0506 ☐ Phone (231) 929-5000 ☐ Fax (231) 929-5012 ☐ networksnorthwest.org

Networks Northwest and Northwest Michigan Works! are supported by the State of Michigan and are proud partners of the American Job Center Network. Projects may be funded with the authorized and appropriate use of federal funds. Contact Networks Northwest for additional information. Equal opportunity employer/program. Auxiliary aids and service are available upon request to individuals with disabilities. Individuals with speech or hearing impairments may call the Michigan Relay Center by dialing 711.

- Learn how the BRN's personalized, on-site Success Coach model works
- Hear from local employers who have benefited from the program
- Discover how BRN memberships lead to improved retention and productivity
- Get details on how your business can join and start seeing results

Event Details:

When: May 2nd, 11:00 AM – 12:00 PM

Where: North Central Michigan College (NCMC)

1515 Howard Street, Petoskey, MI 49770

Student Center, Conference Room #4

RSVP: nwm.org/BRNinfo

For more information contact **Kate Stolarski** at kate.stolarski@networksnorthwest.org.

Don't miss this opportunity to invest in your workforce and drive long-term business success!

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NOTE to Media: Images are oftentimes available upon request by emailing Dana O'Dell at dana.odell@networksnorthwest.org and stating preferences for resolution, file format, and file size. Or phone (231) 929-5075. 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!, APEX Accelerator (formerly PTAC), 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.

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