

News Release
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Media Contact: Dan Boss
Communication Specialist
231-929-5047
dan.boss@networksnorthwest.org

Local Talent Development Professional Honored by Michigan Works! Association

LANSING, Mich. – Brenda Lake, a Career Services Specialist at Northwest Michigan Works! in Cadillac, was awarded a “Shining Star” Award by the Michigan Works! Association for her efforts to meet employment needs in Missaukee and Wexford counties. Lake received the award during the Association’s annual conference which was held online this year.

Lake is a tremendous asset to the workforce development system both locally and across county lines.

“Brenda is the first face clients see, as well as the first voice they hear, so she sets the tone for the Cadillac Service Center,” said Luann Dunsford, chief executive officer of the Michigan Works! Association. “Interacting with thousands of customers in her four years of service, Brenda represents the agency with a unique sort of compassionate professionalism that makes all the difference in improving the lives of those around her.”

Lake has a reputation for going above and beyond to assist her clients, treating each one with care and respect.

“During one of the most difficult times that many of us have ever experienced, Brenda has stepped up with a positive attitude day after day, working diligently to help others,” said Matt McCauley, CEO of Northwest Michigan Works!. “Even though we haven’t seen customers face-to-face in our centers for months, she finds ways to virtually stand by their sides. As we phase back into re-engaging our center with the public, Brenda is at the forefront of maintaining a safe work environment for our team and customers alike.”

Lake said she is honored to receive this award.

“Thank you for this, it really surprised me very much,” said Lake. “I just enjoy working in an environment where I get to help my community whether it is a job or unemployment navigation. And, I get to work with a fantastic team every day and so miss the fact we are working apart these days.”

Established in 1987, the Michigan Works! Association fosters high-quality employment and training programs serving employers and workers by providing support activities and a forum for information exchange for Michigan's talent development system. For more information, visit michiganworks.org, or call (517) 371-1100.

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NOTE to Media: Images are oftentimes available upon request by e-mailing Dan Boss at danboss@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 website, networksnorthwest.org

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