

**MICHIGAN**  
**WORKS!**  
**business**  
**is UP**  
*The Job Force Board*

**35** YEARS

**LEADING BUSINESS**  
**TO EXCELLENCE**

**MISBDC**  
MICHIGAN  
SMALL BUSINESS  
& TECHNOLOGY  
DEVELOPMENT CENTER



Please take a moment to view our weekly update to keep current on the exciting happenings around the Upper Peninsula.

**WEDNESDAY, JANUARY 20, 2010**

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**INCREASE SUSTAINED PROFITABILITY-  
DEVELOPING A CUSTOMER LOYALTY  
STRATEGY**

***This two-hour workshop focuses on:***

- CUSTOMER SATISFACTION versus CUSTOMER LOYALTY
- Your PERCIEVED VALUE as defined by customers
- Why would your organization want loyal customers?
- What is a loyal customer worth to your organization?

***Upcoming Events***

**January 11, 2010**  
**Business After Hours**  
**For More Information Call**  
**LSCP at 888.578.6489**

**January 14, 2010**  
**Federal Government**  
**Contracting 101**  
**To Register Contact:**  
**Trisha DeGrand**  
**Phone: 906.789.0558**

-A customer  
loyalty strategy



**People Make a Difference!**

*"You'll never have a product or price advantage again.  
They can be easily duplicated, but a strong customer  
service culture can't be copied."*

- Jerry Fritz -

**9:30 AM - 11:30 AM (EST)  
January 20, 2010**

**Location:  
Michigan Works! Service Center  
2831 North Lincoln Road  
Escanaba, MI 49829**

Cost: \$30 in advance, \$35 at door

**Space is Limited. RSVP Today!**

EMAIL [satkinson@pmdenveionments.com](mailto:satkinson@pmdenveionments.com)

or CALL 906-828-1148

**January 20, 2010  
Business After Hours  
Jon's Auto and The Point  
Time: 5:00 pm - 7:00 pm EST  
For More Information Call  
LSCP at 888.578.6489**

**January 27, 2010  
Business After Hours  
WLUC TV6  
Location: Pacino's  
For More Information Call  
Delta County Chamber of  
Commerce at 906.786.2192**

Our vision is to create and maintain a healthy and growing economy with a local workforce that has the knowledge, skills and abilities to enable local employers to compete and succeed in a global and technologically sophisticated market place.

Thank you for your continued support of economic and workforce development efforts throughout our region.

***Sincerely,***

Orrin Bailey  
Michigan Works! The Job Force Board

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Auxiliary Aids and Services Available to Individuals with Disabilities upon Request.**

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