



## NEWS RELEASE

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### **DU and Small Business Association of Michigan Partner**

As part of its ongoing commitment to deliver education and resources to help business owners throughout the state, the Small Business Association of Michigan (SBAM) is kicking off its Business Growth Strategies Series in partnership with Davenport University on Thursday, Oct. 14, 2010.

Through an online virtual classroom, business owners from across Michigan will be able to participate in "Cultivating GREAT Customer Service," a session helping organizations identify and deliver the very best experiences for their customers.

"We are excited to bring this session to our members online, letting business owners bring their teams together over lunch to gain practical and immediately useful skills," said Rob Fowler, president and CEO of SBAM. "With the underwriting support of our partners Blue Cross Blue Shield of Michigan and PNC Bank, we are able to deliver this initial kick-off session free of charge to SBAM members."

Future virtual classroom sessions will be offered on Sales Techniques, Conflict Negotiation, Social Media, and Innovation.

"The Business Growth Strategies Series addresses the topics of greatest interest to small business owners and delivers information that can be put to practical use," says Max Gibbard, executive director of Davenport's Leadership and Management Development Institute, the organization charged with training and professional development within the University. "With a career education focus, Davenport University faculty members are uniquely able to draw upon current, real-world work experience and deliver insights essential to the development and growth of Michigan business."

The Oct. 14 virtual classroom event will run from 11:30 a.m. to 12:30 p.m. Individuals interested in participating can register online at <https://www.sbam.org/Community/Events> to reserve a spot at the event, or can contact Sarah Miller at [sarah.miller@sbam.com](mailto:sarah.miller@sbam.com) or by phone at 800-362-5461.

**About the Small Business Association of Michigan**

The Small Business Association of Michigan (SBAM) is the only statewide and state-based association that focuses solely on serving the needs of Michigan's small business community. Its mission is to help Michigan small businesses succeed by promoting entrepreneurship, leveraging buying power and engaging in political advocacy. SBAM and Davenport University have partnered to offer tuition discount programs for SBAM members.

**About Davenport University**

Davenport University – the only West Michigan-based private university specializing in business, technology and health professions – serves an enrollment of approximately 12,000 students at its W. A. Lettinga Campus in Grand Rapids, at campuses throughout Michigan and online. Davenport focuses on innovative, practical and affordable education and offers graduate and undergraduate programs.

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