



Press Release

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For Immediate Release

Contact: Chris Walden Hughes
Communications & Marketing Manager
Ferndale DDA
248-546-1632 (office)
248-761-1134 (cell)
chughes@downtownferndale.com

Ferndale First Initiative

Ferndale Businesses Gain Access to Tools for Success

Ferndale, Michigan -- Ferndale's key business boosters have turned the challenges of the economy into an opportunity for stakeholders.

“Ferndale First: Keeping Your Business First” will provide access to the valuable resources businesses need for growth and sustainability. More than 600 Ferndale businesses have been invited to participate in this workshop event, scheduled from 8-10:30 am, Thursday, March 26, 2009, at The Emory at 22700 Woodward Ave. in Downtown Ferndale. The outreach extends to businesses large and small, of any type – retail, service, manufacturing, anywhere in the city.

The City of Ferndale, The Ferndale Downtown Development Authority and the Ferndale Chamber of Commerce are partnering resources and business connections to launch the Ferndale First program, an initiative first envisioned by City Manager Robert Bruner. This workshop is the first of many programs that will make up the Ferndale First initiative. The workshop melds together the Ferndale DDA's and Chamber of Commerce's goals of providing hands-on assistance to local businesses.

Participating businesses will also have an opportunity to register for a private one-on-one business consultation by a team of experts. Twelve consultations, valued at more than \$1,500 each, will be made available free of charge on a first come, first serve basis. The consultations will generate a written report recommending actions to help the business take its next step up.

City Manager Bruner will open the seminar by presenting the City's business philosophy, services and an overview of the Ferndale First program.

Additional topics are:

- Overview of the DDA & “Keeping Your Business First” Consultation Service, by DDA Executive Director Cristina Sheppard-Decius.
- “How the Chamber Benefits the Business Community,” by Chamber Executive Director Jennifer Roosenberg.
- “Oakland County Business Center Services,” by Lola Are of the OCBC.
- “What the State Can Offer Your Business,” by a local Michigan Economic Development Corporation representative.
- “The Entrepreneur Initiative,” a new program at the Ferndale Public Library.
- “Advice From The Experts,” Bob Giles of SCORE (Service Corp of Retired Executives)

“Ferndale First; Keeping Your Business First” is offered without charge and includes a complimentary breakfast. Networking will take place pre and post event. Registration is required by calling the DDA at 248-546-1632, the Chamber at 248-542-2160 or by e-mail to admin@downtownferndale.com.

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