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Zingerman's Co-Founder and CEO To Speak on "Energy Crisis" in the Workplace

MICHIGAN — Nationally recognized entrepreneur Ari Weinzweig, CEO and co-founding partner of Zingerman's Community of Businesses, will be the keynote at the eighth annual Michigan Celebrates Small Business awards dinner in Lansing on May 3rd.

Zingerman's produces and sells all sorts of full flavored, traditional foods in its home of Ann Arbor with \$42 million a year in annual sales. Zingerman's Community includes Zingerman's Delicatessen, Bakehouse, Creamery, Catering, Mail Order, ZingTrain, Coffee Company, Roadhouse and the newest business—Zingerman's Candy Manufactory.

"I am honored to have the opportunity to speak to a great audience of other Michigan entrepreneurs and small business supporters," stated Ari. "Michigan Celebrates Small Business is a great event for recognizing those entrepreneurs and businesses who are creating a great future here in Michigan. I am looking forward to the event and am excited to share some of my experiences and insights."

Weinzweig's speech entitled "Fixing the Energy Crisis in the American Workplace" will address the growing energy problems among employees and leadership in the current business environment, which is resulting in diminished productivity and unfulfilled employees. Using his experiences with Zingerman's and many other businesses, Weinzweig will talk about following the "Twelve Natural Laws of Business," which he emphasizes is essential to the success of any business, from his book *Zingerman's Guide to Good Leading, Part 2: A Lapsed Anarchist's Approach to Being a Better Leader*. Central to the Laws is a focus on energizing your employees through continuous improvement, empowerment, trust and encouragement from leadership. Following these Natural Laws will renew the energy in your business and allow for greater innovation and prosperity.

Awards will be presented Thursday, May 3rd, 2012, at the Michigan Celebrates Small Business event and dinner at the Lansing Center in downtown Lansing. Tickets for the 2012 program can be purchased online at www.MichiganCelebrates.biz or by calling 800.362.5461.

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Media partners for Michigan Celebrates Small Business are MiBiz, Crain's Detroit Business, Upper Peninsula Business Today, the Traverse City Business News, the Greater Lansing Business Monthly, Corp! Magazine, MiTechnews.com, WWJ News Radio, Michigan Radio and Michigan Business Talk Network.

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