



Michigan Celebrates  
Small Business

## FOR IMMEDIATE RELEASE

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### Small Businesses Are Resilient

Lansing, Mich- When thinking of small businesses, one may describe them as hardworking, dedicated, or entrepreneurial. There is one word in particular that best describes small businesses which is resilience. Small businesses have been faced with hardships over the past year, yet still manage to serve their communities and make a big impact here in Michigan.

Since the pandemic started last March, small businesses have overcome obstacles and have had to lean on their communities for support. Some small businesses had to reinvent the wheel and decided that the best way to approach the obstacle at hand is keep an open mind to change. While change can be ominous at times, these small businesses have shown that with the right mindset, nothing can deter them from reaching their goals.

While some companies are learning to adapt to the remote working world, others are implementing new ways to stay ahead during this time of uncertainty. Although times are challenging, small businesses continue to be efficient and adaptable when providing for their loyal customers.

“An efficient and seamless remote workforce has become not just a trend but a necessity in response to COVID-19. Ruby’s crisis management plan, developed in 2017, included operational direction and a technology plan for staff to work remotely as they self-quarantined, which supported uninterrupted service to our clients” said Tracia Ruby, CEO of Ruby + Associates, Inc.

Many businesses have been able to develop a strategy that serves as a roadmap for them during this time. While it is hard to prepare for circumstances like COVID-19, small businesses have stepped up to the plate and have worked together on implementing new structures, using new technology, and have had to leap out of their comfort zone to continue to help Michigan's economy flourish.

Michigan Celebrates will recognize these resilient small businesses at their 17th Annual Gala on July 20, and give them a night to relish in all of their success. The 2021 awards ceremony will put Michigan’s

small businesses in the spotlight and give them a chance to share their success story with the supporters who helped them get to where they are today.

The list of businesses that will be recognized as this year's awards gala can be found at [MichiganCelebrates.org](http://MichiganCelebrates.org).

The 17th Annual Awards Gala will be in-person at the Breslin Center in East Lansing the evening of July 20. Tickets can be purchased online at [MichiganCelebrates.org](http://MichiganCelebrates.org).

***About Michigan Celebrates Small Business***

*Michigan Celebrates Small Business is a collaboration of trusted statewide founding organizations that offer resources for small businesses. Since 2005, their awards gala has celebrated how small businesses positively impact our communities and state. MCSB is focused on supporting, connecting and celebrating small businesses in Michigan.*

*Michigan Celebrates Small Business was founded by the Michigan Economic Development Corporation, Small Business Association of Michigan, U.S. Small Business Administration - Michigan, Edward Lowe Foundation, Michigan Business Network, and Michigan Small Business Development Center.*

*Kinexus Group is the managing partner of gala.*

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