



Tuscola Enterprise

Free confidential help to
establish,
improve or expand a
business.

PRESS RELEASE

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FOR IMMEDIATE RELEASE
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J & Z BAIT & TACKLE OPENS 1670 E. Caro Road

Caro, MI: Dennis & Roxann Kammerer, Jr. of Caro is pleased to announce they have opened J & Z Bait & Tackle on E. Caro Road (M-81), Caro. J & Z is located on M-81 across from The Lighthouse. J & Z is a family-owned small business, named after their children Jasmine and Zachary, specializing in live bait, plastic bait, and fishing accessories.

Live bait available at the shop includes: shiners (minnows), night crawlers, wax worms, leeches, and leaf worms. Plastic bait available includes: rubber worms and rubber grubs. Accessory items available includes: swivels, weights, bobbers, etc. J & Z continues to expand their supply on a weekly basis. Stop by to check out bait available and let them know of your fishing needs.

Dennis Kammerer has a lifetime of fishing experience and expertise he loves to share. According to Kammerer, “fishing is fun, neat, relaxing, and most importantly an activity the entire family can enjoy.” Kammerer further states, “in these tough economic times, it is a recreational activity that is more affordable when compared with most other activities.”

Kammerer credits his decision to open J & Z based on an enthusiastic, inspirational talk given by Dr. Ernesto Sirolli of the Sirolli Institute. According to Tom Striffler, Chair of the Tuscola Enterprise Board of Directors, “Tuscola Enterprise had the rare opportunity to bring Sirolli back to Caro for a visit to our own Enterprise Facilitation Program. We made it an educational event, held a town hall meeting, and invited the public to meet and visit with Dr. Sirolli.”

After attending the town hall meeting, Kammerer contacted Cy Thomas, Facilitator for Tuscola Enterprise program to obtain his free and confidential help with his business idea. For help with your business idea, contact Cy Thomas at (989) 325-1013 or e-mail cy@tuscolaenterprise.com.