



Gold Coast Bulletin
09-May-2011
 Page: 25
 Business News
 Market: Gold Coast QLD
 Circulation: 39128
 Type: Regional
 Size: 153.41 sq.cms
 MTWTF--



Rivals' recipe for success



Michael Sherlock (left) and Tony Alford in a mock-up picture

MICHAEL Sherlock, the former boss of Brumby's Bakeries before Retail Food Group's 2007 takeover, has been busy on the speaking circuit. But he reckons he has Bizzy Bits to thank for crystalising his key message on how to "transform your business from ordinary to extraordinary". He uses this mock-up picture created by Bizzy Bits artists featuring Mr Sherlock and his former corporate arch enemy, Retail Food Group boss Tony Alford, above a bread-like love heart, to

illustrate they have moved on in his presentations. The battling duo eventually made peace and have often broken bread together since those heady takeover days. In fact, Mr Alford assisted Mr Sherlock in ticking off his latest book on business-building, Jump Shift. For those who want to tune out of the Federal Budget tomorrow night, Mr Sherlock is speaking at a free seminar hosted by Southern Cross University at the Broadbeach Sofitel.