

**Focus Macomb: A Partnership for Economic Development
Business Development Committee Meeting
June 20, 2007
Community Central Bank
Summary**

Members Present:

William Andre – Hydra-Lock Corporation
Luke Bonner – City of Sterling Heights
Ron Chriss – DTE Energy
Maria Stella Castronova – Stella Specialty Sweets
Jim Daniels – Romeo Expeditors, Inc.
Melanie Davis – Macomb Chamber
Rick Kincaid – K & F Electronics
Diana Kolakowski – City of Warren
Jim Krause – LongShot Golf Inc./Acculabel Company
Michael Malone – Partners in Architecture
Jack Murphy – Fidelity National Title Company
John Peterson – AT&T
Bill Quinlan – Quinlan Assoc. Architect
Ron Reed – Community Central Bank
Ronald Robinson – Ronald E. Robinson, CPA PC
Ted Schollenberger – Mineral Springs Development
Grace Shore – Central Macomb Chamber of Commerce
Don Torline – Baker College
Chester Zochowski – REI Group

Members Not Present:

Michael Claassen – Schaeffler Group
Damiano DiMercurio – Dilusso Building Companies
John Hill – Midwest Mold
Larry Humphrey – Burtek, Inc.
Brian Kern – J.G. Kern Enterprises
Ed Kubes – Lakeside Mall
Michael Malone – Planners in Architecture
Vito Pianello – The Private Bank
Terence Thomas – St. John Health
Kathy Vosburg – Macomb County Board of Commissioners

Others Present:

Kathleen Owsley – Issue Media Group
Paul Schutt – Issue Media Group
Karen Smith – Leadership Macomb

Staff:

Steve Cassin, Sharon Laskowski, Lauren Royston
Macomb County Department of Planning and Economic Development

Opening: Co-Chairs Rick Kincaid and Ron Reed opened the meeting at noon.

Introduction: As a means of beginning the meeting, new members were asked to introduce themselves and provide background information of interest to others in attendance. The committee was also congratulated on its achievements, to date.

Issue Media Group

Overview: Paul Schutt stated that MetroMode is a weekly online magazine and companion web site that connects a growing audience with the new economy, regional lifestyle, occupations, growth and investment news and fosters a "sense of place" in S.E. Michigan. The purpose of the publication is to positively engage the region in what's next while creating demand for the region and its assets now. As of May 2007, MetroMode reaches over 126,000 readers.

Highlights:

- The editorial focus highlights feature stories, blogs, videos/films, growth area micro sites, and monthly surveys to capture community feedback on regional initiatives.
- The target audiences are business and community leaders, investors, and current and prospective residents, for example.
- Issue Media is funded by large employers, universities, health care companies, and economic, community and workforce development organizations, among others.
- The program generates large volumes of content about growth, alternative narrative and a story farm for stakeholders, partners and other media.
- Macomb County's program could include editorials, a microsite, and e-mailing of publications to selected recipients. Tools enable partners to reuse all content online, among other resources.
- The company will identify, introduce and connect with community stakeholders that may support the county's program with advertising, sponsorship and underwriting. The county's stakeholder support goal is \$60,000. Support levels typically range from \$6,000 to \$50,000 annually per advertiser. IMG will be responsible for all sales activity and ongoing client management.

REI Networking Presentation

Overview: Jim Daniels and Chester Zochowski outlined successful networking techniques to the committee.

Highlights:

- It's not what you know - it's WHO you know.
- Play "inside" before heading out by developing a system within your own company. Stay committed to it by tracking and monitoring the system.
- Understand your own targets and demographics, show interest and develop trust. State your offering by presenting examples of your work and results achieved. Follow-up immediately and again in two weeks.
- Overcome stumbling blocks such as reluctance to talk to strangers and fear that people won't like you. Develop listening skills. Set a goal and develop icebreakers. Formal introductions are not always necessary. People want to be talked to at networking session.
- The 300 rule states that the average person knows 300 people on a friendly level. For example, wedding planners tend to make reservations for 300 guests. By using basic networking relationships, the average person can actually network with a large number of people.

Review of Subcommittee List

Overview: The Business Development Committee has created subcommittees to review topics of interest.. Discussion ensued regarding this matter.

Highlights:

- Steve Cassin noted that funding has been approved for the development of incubators in conjunction with Automation Alley. Senate approval should be forthcoming in the near future.
- A subcommittee to study the County Executive issue will be created. The committee has decided that it is a relevant business issue for consideration.
- The subcommittees will meet at least once before the July 18th meeting. The subcommittees will also develop action plans for the year and submit their ideas before the next meeting.
- A revised list of the subcommittees, including chairpersons and members, will be forwarded for future reference.

Other Business

Lauren Royston noted the Michigan Manufacturing Technology Center (MMTC) provides innovative and cost-effective assistance programs. The center offers services such as seminars, workshops, group training, on-site consulting and mentoring for small and mid-sized businesses. The organization's website is www.mmtc.org.

James Krause distributed a proposal entitled "Source Macomb Initiative" for the committee's review. The concept behind the proposal is to increase cooperation and commerce in Macomb County.

Next Meeting

PLEASE NOTE: The next meeting will be held on July 18, 2007 at **11:00 a.m.** The meeting will be at the Community Central Bank which is located at 120 N. Main, Mt. Clemens, MI.

Ron Reed stated that guests for this meeting would be Doug Rothwell, President of the Detroit Renaissance, and Richard Blouse, President of the Detroit Regional Chamber of Commerce. Updates on their initiatives and what we can do to help achieve regional objectives will be presented.

Closing: The Focus Macomb Business Development Committee Meeting ended at 1:45 p.m.