

**Focus Macomb: A Partnership for Economic Development  
Business Development Committee Meeting  
Baker College  
August 15, 2007  
Meeting Summary**

**Members Present:**

Maria Stella Castronova – Stella Specialty Sweets  
Jim Daniels – REI Group  
Melanie Davis – Macomb Chamber  
Rick Kincaid – Co-Chair - K & F Electronics  
Diana Kolakowski – City of Warren  
Jim Krause – LongShot Golf, Inc./Acculabel Company  
Bill Quinlan – Quinlan Assoc. Architect  
Ronald Robinson – Ronald E. Robinson, CPA PC  
Ted Schollenberger – Mineral Springs Development  
Grace Shore – Central Macomb Chamber of Commerce  
Don Torline (Liaison) Baker College  
Kathy Vosburg – (Liaison) Macomb County Board of Commissioners  
Chester Zochowski – REI Group

**Members Not Present:**

William Andre – Hydra-Lock Corporation  
Luke Bonner – City of Sterling Heights  
Ron Chriss – DTE Energy  
Michael Claassen – Schaeffler Group  
Damiano DiMercurio – Dilusso Building Companies  
John Hill – Midwest Mold  
Larry Humphrey – Burttek, Inc.  
Brian Kern – J.G. Kern Enterprises  
Ed Kubes – Lakeside Mall  
Michael Malone – Partners in Architecture  
Jack Murphy – Fidelity National Title Company  
Vito Pianello – The Private Bank  
Karen Smith – Leadership Macomb  
Terence Thomas – St. John Health

**Others Present:**

Rosanne Oliver  
Procurement Technical Assistance Center (PTAC)

**Staff:**

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:** The Procurement Technical Assistance Centers (PTACs) and subcommittee reports are topics of discussion at the August 15, 2007 meeting.

**PROCUREMENT TECHNICAL ASSISTANCE CENTERS (PTACs)**

**Overview:** Ms. Rosanne Oliver, Director of Macomb County's Procurement Technical Assistance Center (PTAC), spoke to the committee. PTACs are not-for-profit organizations funded by the Defense Logistics Agency DLA), the Michigan Economic Development Corporation (MEDC), and local funding partners.

**Highlights:**

- PTACs ensure a broad base of capable suppliers for the defense industry, thereby increasing competition, which supports better products and services at lower costs.
- The mission of the PTACs of Michigan is to enhance national defense and economic development by assisting local businesses in obtaining federal, state, and local government contracts.
- The centers offer marketing, technical consulting and training services to businesses. For example, procurement system orientation, conferences and seminars, contracting and subcontracting opportunities, and bid package assistance.
- Michigan companies can find their local PTAC at: <http://www.ptacsofmichigan.org>.
- Government contracting prerequisites are:
  - Company must have been in business at least two years.
  - Company must be a legal business entity such as a corporation, LLC, etc.
  - Company must file income taxes and have financial statements.
  - Company must have a product or service that the government has the potential to buy.
  - Company must have a marketing plan that includes government contracting as a target market.
- Upcoming seminars that would be beneficial for prospective government contract recipients are as follows:
  - August 16, 2007, September 20, 2007 , October 18, 2007  
Introduction to Government Contracting  
MCC M-TEC  
Warren, MI
  - September 26, 2007  
Buy Michigan First  
MCC Center Campus  
University Center  
Clinton Twp., MI
  - NDIA Fall Business Event  
5 Steps to Winning Government Business  
September 12-13, 2007  
Hilton Detroit Troy  
5500 Crooks Road  
Troy, MI

## **SUBCOMMITTEE REPORTS**

**Overview:** The committee discussed the importance of the prioritization of goals for submittal to the Macomb County Board of Commissioners. Subcommittee reports were then presented to the members.

### **Highlights:**

#### **Incubators and Shared Use Facilities**

- Incubators are in the planning stages for Macomb County.
- The Business Development Committee can support upcoming incubator projects. The committee may want to form a council for this effort.

#### **County Executive Subcommittee**

- A publication entitled "County Organization in Michigan," was distributed to the members. The Citizens Research Council of Michigan compiled the publication.
- The report traces the historical development of county government and describes the constitutional and statutory authority for the available forms of county organization in Michigan.

#### **Positive Press Subcommittee**

- The upcoming website will be privately funded and produced. The site will be known as "Source Macomb." Free links and listings for all county business related resources, organizations and events would be provided. The site will have user-generated content and networking features and will be geared to support a "Buy Macomb" effort. The basic outline should be available within 60 to 90 days.
- Crain's Detroit Business has been approached to serve as a "pilot advertising project." On an editorial standpoint, the Macomb County Chamber can serve as a clearinghouse of business related good news stories for media relation efforts.
- A letter has been sent to Focus Macomb members regarding Issue Media Group. Appointments are being made with Kathleen Owsly to secure potential funding. Six \$10,000 sponsors are needed.
- Report to the county will recommend the reserving of funding for a bundled advertising project, the reserving of funding for an Issue Media Group Macomb newsletter, and the promotion of the "Buy Macomb" website.

#### **Networking, Speakers Seminars and Trade Shows**

- Successful networking techniques include the following:
- Develop a system within your own company and stay committed to it. Share results and practice follow-up procedures.
- Understand your own targets and demographics.
- Offer examples of work and results achieved. Follow-up immediately and again in two weeks.
- When playing "outside" make sure you seek groups that fit your initial and long term needs.

**Millennial Draw Subcommittee**

- A Millennial is a person born between 1977-1996 and are the second largest generation in America. Raised in the suburbs they seek walkable, urban neighborhoods. Many are mobile and entrepreneurial. More urban, mixed use neighborhoods are needed – Cool Cities.
- Millennials are attracted by affordable housing, and art, entertainment and cultural facilities.
- Use downtown Mount Clemens as a test site to attract Millennials. The city is the largest urban center in the county. Mount Clemens is zoned for high density and mixed-use development. The city also has ample room for growth.
- The subcommittee's mission is to develop a marketing strategy. Other ideas include working with the city to create housing, and encourage the development of a downtown college campus.
- A five-year plan includes 500 new dwelling units and capitalizing on the river front marina, along with other goals.

**OTHER UPCOMING SEMINARS AND EVENTS**

Sales and Marketing Conference  
Tuesday – October 2, 2007  
Best Western Sterling Inn  
Sterling Heights, MI

Working in Partnership  
Wednesday – August 29, 2007  
Oakland Chamber Network  
Rochester, MI

**NEXT MEETING**

The next meeting of the Business Development Committee will be held at Baker College on Wednesday - September 19, 2007 at Noon. The speaker at this meeting will be:

Mr. Stephen Cassin – Executive Director  
Macomb County Department of Planning and Economic Development

**CLOSING**

The August 15, 2007 meeting of the Business Development Committee was closed at approximately 1:50 p.m.