

2013 Five-Star Communities:

City of Auburn Hills	City of Monroe
City of Coldwater	City of Mount Pleasant*
City of Dearborn	City of Rochester Hills
City of East Lansing	City of Sault Ste. Marie
City of Farmington Hills	City of Southfield
City of Grand Blanc	City of Sterling Heights
City of Grandville	City of Sturgis
City of Imlay City	City of Tecumseh
City of Kentwood	City of Troy
City of Madison Heights	City of Wixom
City of Marine City*	Delhi Charter Township
City of Marshall	Kochville Township
City of Midland	Plymouth Township

2013 Four-Star Communities:

Alpine Township	City of Niles
Cascade Charter Township	City of Northville
Charter Township of Meridian	City of Novi
City of Alpena	City of Plymouth
City of Ann Arbor	City of Portage
City of Eastpointe*	City of Rochester
City of Frankenmuth	Delta Charter Township
City of Grand Rapids	Flint Charter Township
City of Holland	Grand Rapids Charter Township
City of Litchfield	Northville Charter Township
City of Marquette	Superior Charter Township
City of Mason*	Thomas Township
City of Milan	Village of Almont*

*First time participant in 2013

eCITIES

Welcome to the eCities 2013 Luncheon

November 14, 2013

Sharing the Best Practices of
Michigan's Communities



We would like to extend a very special

THANK YOU to our eCities 2013 Sponsors:

Angel Investor and Lead Sponsor:



Business Incubator Sponsors:



eCities Project Sponsor:



Our eCities 2013 PARTICIPATING COMMUNITIES:

- Come from **37** Counties
- Home to **36%** of Michigan's Residents
- Account for **48%** of Michigan's Real Commercial Property
- Over **\$1.8 Billion** in Commercial Construction
- Home to **40%** of the State's College Graduates
- Home to nearly **1/3** of the State's Entrepreneurs
- Entrepreneurs have nearly **\$3.2 Billion** in self-employed income
- **Over 2/3** share economic development services
- Invested nearly **\$370 Million** in assets in one year
- Spend over **\$70 Million** on Economic Development
- **40%** engage in Placemaking efforts
- **1/3** of the State's Total Real and Personal Property
- Issued nearly **60,000** building permits



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“WHO BRINGS ENERGY TO THIS COMMUNITY?”

Strong communities are the foundation of a healthy, thriving environment for all people. That’s why DTE Energy helps power communities through supporting projects and programs that enhance life. We take pride in our efforts to provide positive youth development. We partner with local leaders to promote community initiatives from environmental education to economic development, including community outreach services. We’re using our energy to serve.



Program:

Welcoming Remarks *Ken Kettenbeil*
Vice Chancellor, External Relations
University of Michigan-Dearborn

Lunch

Introduction *Raju Balakrishnan*
Dean, College of Business

Presentation of eCities 2013 *Tim Davis*
Director of iLabs

Honoring of Star Communities

Recognition of Best Practices Communities:

City of Imlay City
City of Madison Heights
Meridian Charter Township
City of Mount Pleasant

City of Midland
City of Sturgis
City of Sterling Heights
City of Tecumseh



eCities 2013 Best Practices Video Profiles

The Best Practices Survey Reviewers Panel evaluated community responses to the Best Practices survey and identified the 2013 Best Practices communities; selecting communities that provided responses that were 1) clear and concise; 2) compelling and unique; 3) relevant to business.

In an effort to further recognize these communities for their efforts, eCities spent time in each community interviewing government leaders and members of the business community for the marketing video profiles. These videos will be made available to each Best Practices Community and will be a great way for them to build upon their existing marketing strategies and business engagement efforts.

Video messages were created with the generous support of DTE Energy



The eCities 2013 Top Performing Communities:

*City of Imlay City
City of Madison Heights
Meridian Charter Township
City of Mount Pleasant
City of Midland
City of Sturgis
City of Sterling Heights
City of Tecumseh*

Miche Suboski, Director Strategic Initiatives, GLEQ



Miche has been an entrepreneur and entrepreneur support professional for over 20 years. Her role at the Great Lakes Entrepreneur's Quest encompasses a wide range of responsibilities including engaging with startups, designing and facilitating programs for entrepreneurs and bringing many statewide and local resources together for entrepreneurs.

Kerry Thompson, Entrepreneur & Researcher

Kerry, of Ann Arbor, is a lifelong Michigan resident committed to furthering entrepreneurial education and sustainability within our state and communities. Professionally, Kerry spent over fifteen years in hospitality management, sales, and consulting. Extensive entrepreneurial experience includes launching several small businesses, as well as helping to establish an entrepreneurial summer camp for high school students and a mentoring forum for budding entrepreneurs. A graduate of University of Michigan-Dearborn (MBA, 2010), Kerry is currently pursuing a PhD in Marketing at Michigan State University. His research interests include entrepreneurial marketing strategy, innovation, and relationship development.

Lanny White RODP, Founder and Director, GrowBiz.org



Lanny is an active member of the Ann Arbor/Ypsilanti Regional Chamber, an Organization Development Institute member, and a regular at Lunch Ann Arbor Marketing (LA2M) meetings. He has been certified by the Organization Development Institute as a Registered OD Consulting Professional. White earned a BA from the University of New York-Buffalo and the University of Detroit, and is a graduate of the Planned Change Institute in Ann Arbor. Lanny is Founder and Director of GrowBiz.Org, a consulting group responding to the needs of early and 2nd stage small business owners. GrowBiz helps owners discover the parts of their businesses that are preventing growth, then employ the proper new tools to overcome them. Visit www.GrowBiz.org or contact Lanny at lannywhite@comcast.net/(734) 476-3421.

eCities 2013 Best Practices Survey Panel:

Barry Lipscomb, New Economy Architect, Reconsider

Barry relocated to Ann Arbor in 2011 from New York City where he was the Vice President of Merchandising



Operations for the catalog and online division of a national retailer. In addition to an extensive background in operations, Barry has a degree in Accounting and has served in Controller and Finance Director functions for several organizations throughout his career. His passion is in research and development of emerging ideas, particularly as it relates to integrating and developing the conscious business environment while supporting the emergence of a New Economy. Barry leads the research and development projects at Reconsider.

Pavan Muzumdar, Principal, Revalue

Pavan is a Principal at Revalue, an independent Registered Investment Advisory (RIA) firm. He holds a Chartered Financial Analyst (CFA) designation and has served as CEO and COO of family businesses over the last 15 years before blending his love of financial analysis and entrepreneurial endeavors to the field of investment advising. In addition to leading Investment Research at Revalue, Pavan volunteers with the Great Lakes Entrepreneur Quest (GLEQ), the MIT Enterprise Forum, and the University of Michigan, Dearborn eCities project.

Pat Schwager, CEO, Aunt Nee's Fresh Food

Rod Sturgeon, Retired Property Tax Manager, Exxon Mobil

eCities 2013 Best Practices Survey Panel:

iLabs thanks our eCities 2013 Best Practices Reviewer Panel for their time and contributions to the eCities project. The following are some of the members of this year's panel.

Anglea Barbash, CEO/Founder, Reconsider



Angela studied Cultural Anthropology and History at Eastern Michigan University, developing an appreciation for entrepreneurship while working at the Michigan Small Business & Technology Development Center (MI-SBTDC). Angela went on to enter the financial services industry as an Advisor in 2004, eventually coming to manage a portfolio of \$235 million in individual client assets. Following the 2008 market correction, she began to notice client and market trends that were pointing to a significant shift in the industry toward local investing, social entrepreneurship, and putting meaning back into money making. With this she saw a market opportunity and need here in Michigan and launched Reconsider in April 2012 to help build the ecosystem that the region needs to rebuild our economy. Angela handles media relations, business development, talent cultivation, and serves as the visionary for Reconsider's family of companies.

Debra Christein, Partner, B2B CFO

Debra is a partner in B2B CFO®, the largest CFO firm anywhere. Debra has worked for the past 23 years as a Financial Officer with companies "on the verge" of going to the next stage of their development, having to move from an ad hoc method of business management to a more mature business model with business systems that support the company's operations and consistent with the corporate culture. She successfully addresses the key problems that business owners face at this point in their company's growth. You can contact Debra at 734-223-8185 or dchristein@b2bcfo.com or visit www.b2bcfo.com; www.b2bcfo.com/partner/dchristein/

eCities 2013 Best Practices Survey Panel:

Jim Geisler, President, Geisler Enterprises, Inc.

With a degree from University of Michigan in Business and Finance, owner Jim Geisler brings over 20 years' experience in manufacturing management, including three in mechanical contracting management. Since its founding, Geisler Enterprises, Inc. has been home to more than forty business startups. Geisler Enterprises, Inc. has been promoting and fostering industrial start-ups in Midland MI, since 1993. In its 60,000 square foot facility, Geisler offers office, manufacturing and warehousing space for small commercial operations. Flexible lease options and a variety of shared services and amenities make Geisler an attractive option for startups.

Merrill Guerra, Realtor®

Merrill, is an experienced and professional marketer for sellers and an energetic and hard-working advocate for buyers. Merrill utilizes the skills gained as an entrepreneur who has successfully raised capital and executed marketing and operational plans to achieve best-in-class results to serve her clients in her career with Charles Reinhart Realtors. Merrill has served non-profit organizations throughout her career. She currently serves on the boards of the Ann Arbor Arts Alliance and Depot Town Community Development Corporation. Merrill received a B.A. from Stanford University and an M.B.A. from Ross School of Business at the University of Michigan. She was recognized by the National Association of Women Business Owners with the 2009 Pioneering Spirit Award, Zell Lurie as its MBA Entrepreneur of the Year in 2008, as well as the Michigan Business Review as a finalist for its 2009 Innovation Michigan Awards and StartUp Nation as one of the Top 200 Leading Moms in Business for 2009. www.GuerraRealtor.com

Rich Hawkins, Director of Economic Equity, New Detroit

As Director of Economic Equity at New Detroit, Hawkins is responsible for initiating and supporting actions intended to increase the number and success of businesses owned by people of color, assisting and supporting initiatives which better prepare persons of color to compete for employment opportunities in the emerging knowledge based economy. Prior to joining New Detroit, Hawkins spent 42 years in the financial services industry as a small business and private banking senior lender and group manager. While at Comerica Bank, Hawkins was one of the three founders of the precursor group to Comerica's African American Network and received that group's leadership excellence award in 2005. Hawkins is a graduate of Western Michigan University and Canon Financial Institute's Trust School.

Frederick W. Hoffman

Fred is a former Chrysler executive and state official, serves on Honorary Consul for Germany in Michigan. He is engaged with Clark Hill PLC's Detroit office, and is Of Counsel to the firm's Government and Public Affairs Group. He had served as Chrysler's director of State Relations, and is an experienced attorney, advisor to former Governor Jennifer Granholm's, director of the Auto & Steel Division of the state's Commerce Department, and a deputy mayor for Dearborn. In addition, Fred is currently affiliated with a number of organizations, including the University of Michigan - Dearborn, as director of Strategic University Relationships; and the R.L. Polk Company, as a development board member. He also serves as the state-appointed member of the Detroit Wayne County Port Authority and as secretary-treasurer of the Wayne County Building Authority.

Meredith Kerekes

Meredith is passionate about emerging businesses - how they succeed and how they grow. She has worked with entrepreneurs and entrepreneurially minded executives for over ten years in New York, Los Angeles and Detroit with her consulting firm, the Artisan Groupe. She crafts growth and innovation strategies for small businesses through Fortune 500 corporations; as well as the organizations, investors and communities that support them.