





# L. Brooks Patterson

*Oakland County Executive*

Welcome to the 2011 Oakland County Business Roundtable Annual Meeting and breakfast.

If you're a member of one of our committees – Economic Development, Quality of Life, Transportation or Workforce and Education – I offer my sincere thanks for your continued commitment to the Business Roundtable and your enthusiasm for improving Oakland County. If you're a guest, I'm pleased you've joined us today and urge you to contact us about becoming a member of the Business Roundtable.

This all-volunteer group of more than 150 business, education and community leaders – now in its 19th year – devotes its time, experience and ideas to this important project. This report is a compilation of committee recommendations to me of how the county might better serve its 42,000 businesses and 1.2 million residents.

Today's guest speaker is one of the most recognizable faces in Michigan – Mickey Redmond. Mickey is a former star player with the Detroit Red Wings and now the popular analyst for FOX Sports Detroit and recent inductee to the broadcasting wing of the Hockey Hall of Fame. A long-time Oakland County resident, Mickey is sure to share a few stories about his career as a player, broadcaster and commentator and perhaps sprinkle in additional observations on life in general. We are profoundly grateful you are here Mickey.

I also extend my sincere gratitude to the committee chairs and Co-Chairs Dr. Gary Russi and Joseph Welch for their tireless work on behalf of the county. Special thanks goes to two key members of my economic development team who left the county this year – former Deputy County Executive Doug Smith, who is now a part of Gov. Snyder's administration, and Maureen Krauss, former director of economic development, who is now with the Detroit Regional Chamber. I appreciate the fine job they did for the county.

Finally, special thanks go to Fifth Third Bank and its President/CEO David Girodat, who continue to support the Roundtable breakfast. Their support, the fourth consecutive year, makes it possible for News/Talk 760 WJR and morning host Paul W. Smith to originate their broadcast from our meeting.

We are seeing positive signs for the beginning of an economic recovery in 2012 and beyond. Our Emerging Sectors® strategy should hit the \$2 billion in new investment in 2012, Medical Main Street is gaining national prominence for its health care and life science expertise and the Oakland University William Beaumont School of Medicine welcomed its inaugural class in August.

I am confident we have turned the corner and we are moving in the right direction to ensure Oakland County remains one of the premier places anywhere to live, work and raise a family.

# Event Sponsor

*David Girodat  
Fifth Third Bank*



David Girodat is president and chief executive officer of Fifth Third Bank (Eastern Michigan), which has \$4 billion in assets. He is responsible for overseeing the day-to-day operations of the bank's four main businesses: Commercial Banking, Branch Banking, Consumer Lending and Investment Advisors.

Mr. Girodat joined Fifth Third Bank in 2001 with the acquisition of Old Kent Bank. He previously served as Senior Commercial Executive for Fifth Third Bank (Eastern Michigan). Mr. Girodat has experience in all aspects of banking, starting as a teller and serving as a credit analyst, loan officer and head of commercial real estate.

Mr. Girodat is a graduate of Walsh College in Troy, with an undergraduate degree in business administration and a master's degree in finance. He serves on the Walsh College Foundation Board as well as the boards of the Detroit Regional Chamber and New Detroit. He also is a member of the New Detroit Finance Committee, The United Way Cabinet and the board for Henry Ford Macomb Hospital and is a member of their Ambassador Club and Finance Committee.

The Oakland County Business Roundtable is grateful to have Fifth Third Bank as sponsor of its annual meeting for the fourth year in a row.



# Guest Speaker

*Mickey Redmond*

*Red Wings Analyst – FOX Sports Detroit*

The popular and colorful Mickey Redmond has been the analyst on FOX Sports Detroit's coverage of the Detroit Red Wings since the network's inception in 1997, and the 2011-12 season will mark 26 years overall in the team's television booth, part of a 32-year hockey broadcasting career.

Known for his keen analytical eye for the game and popular expressions, Redmond's broadcast resume also includes having worked national telecasts for FOX Sports, ABC, ESPN, USA Network and CBC's Hockey Night in Canada.

Redmond is the 2011 recipient of the Foster Hewitt Award for his contributions to the sport of hockey and the broadcasting profession, presented by the NHL Broadcasters' Association.

Redmond played nine NHL seasons including five in Detroit, a stint that featured back-to-back 50-goal seasons (1972-73 and '73-74; the Red Wings' first 50-goal scorer), at the time joining Bobby Hull and Phil Esposito as the only players to reach that milestone. Redmond began his career with the Montreal Canadiens (winning the Stanley Cup in 1968 & 1969) and was traded to the Red Wings in January 1971. He was twice selected as an NHL All-Star and was a member of Team Canada in 1972 for the original Summit Series vs. the Soviet Union. He retired in 1976 after having back surgery.

# Co-Chair

*Dr. Gary Russi*  
*Oakland University*



A wide array of groups and individuals are doing tremendous work to keep Oakland County moving forward in business, education and overall quality of life, and Oakland University is proud to play an integral role in these efforts.

As our participation in the Medical Main Street initiative indicates, we understand just how important and promising efforts in the area of health care services are to the county's development goals. Along these lines, we are moving the inaugural class of the Oakland University William Beaumont School of Medicine toward completion of its first year, as well as seeing vibrant interest on the part of students applying for spots in next year's class.

We're also on schedule with the construction of our \$65 million Human Health Building, scheduled to open next fall, and over the last year we've orchestrated rapid growth in both educational programs and research tied to nursing, physical health sciences and more.

In the realm of technology and engineering, Oakland has launched ambitious research initiatives focusing on cyber security, advanced automotive manufacturing and environmentally friendly technology. At the same time, we're broadening partnerships with both public and private sector organizations to enhance a broad array of technology education programs.

Never before has Oakland University been better networked with local, state and national business

leaders interested in creating lean efficiencies, developing entrepreneurial enterprises and embracing collaboration to bolster and diversify our economy. While our two business incubators have been increasingly successful in supporting start-up and expanding business ventures, our career services professionals have elicited an outstanding business community response to calls for increased student internship opportunities.

College students in Macomb and Genesee counties now have even greater access to an Oakland University education, thanks to the opening of the Anton-Frankel Center in Mt. Clemens and the establishment of the Mott2O concurrent enrollment program we've developed with Mott Community College in Flint. Students from both of these areas, as well as a growing number of transfer students from throughout the region, have propelled Oakland to its 14th straight year of student enrollment growth.

All of these achievements and many others equally worth mentioning are helping the university win a heightened level of national recognition, which was unquestionably highlighted with CNBC's and the Michigan Republican Party's hosting of a Republican Presidential Debate on our campus.

With the county as a whole, Oakland University is on the move, and we look forward to building on this momentum with the support of and our participation in the Oakland County Business Roundtable.



# Co-Chair

*Joseph Welch*  
*ITC Holdings Corp.*

Partnering and investing in Oakland County – that’s what being a corporate citizen means to ITC.

Over this past year our company focused its community partnership efforts in Oakland County on the quality of life issues promoted by the Business Roundtable – specifically in the area of environmental stewardship.

ITC was proud to award the county a \$100,000 matching grant in October to plant trees on public land in the Rouge Watershed in Farmington Hills, Novi and West Bloomfield. Our partner who kicked off this effort was the Great Lakes Restoration Initiative, which provided a \$100,000 grant to Oakland County. Together, these grants will help plant about 850 trees at 20 separate locations, adding beauty to the county while providing environmental and health benefits.

Talking the lead on these investment partnerships at ITC is Donna Zalewski, director of Local Government and Community Affairs. Donna has been an energetic and collaborative presence in county environmental programs for years, serving as a long-time member of the Oakland County Business Roundtable and former vice chair of its Quality of Life Committee. The Oakland County Department of Economic Development & Community

Affairs caught up with Donna long enough in September to honor her with the Heritage Partner Award for her contributions to helping preserve the county’s natural legacy. But Donna would be the first to tell you that this honor is equally deserved by the many she has served alongside in this county.

Environmental stewardship and collaboration begins at home with ITC. Our headquarters on 12 Mile Road just east of M-5 is surrounded by an award-winning nature preserve that’s home to a vibrant mix of wildlife. This significant investment reflects the company’s commitment to environmental sustainability, a key philosophy that is a hallmark of our major capital projects.

ITC’s commitment to environmental stewardship naturally extends into our operating mission of delivering clean, responsible, low cost energy across our high voltage electricity transmission lines to homes and businesses in Michigan and throughout the Midwest with our partners in business. We are exploring further partnerships through the Business Roundtable’s Economic Development committee.

Investing in the future of Oakland County in partnership with the Business Roundtable remains a priority for ITC. Together we are creating a brighter future.

# Committee Leaders



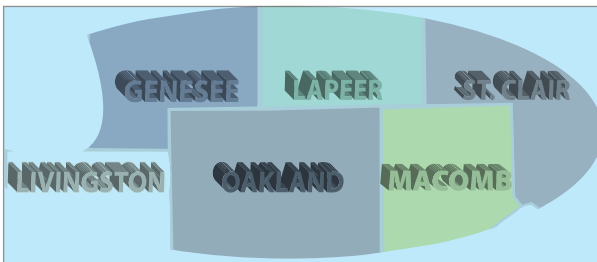
*Sheri Heiney  
Vice Chair*



*James Clarke  
Chair*

## ECONOMIC DEVELOPMENT COMMITTEE RECOMMENDATIONS

### Regional Business Roundtable Concept



#### **Background**

While the Economic Development Committee discusses issues which affect Oakland County's economy and its businesses, many issues tend to be regional in nature. However it is beyond the committee's mission to propose recommendations that require a multi-jurisdictional approach. Several years of discussion concluded that a regional business forum is needed.

The committee recognizes there are groups that address specific regional issues. There is no regional business group formed for the purpose of developing recommendations for the benefit of the regional elected leadership. The Economic Development



Committee believes that the business roundtable model can work at the regional level. This would be a new group, NOT be an expansion of the Oakland County Roundtable.

The first step in developing a regional business roundtable is to have one of the region's top elected officials call a meeting of the other top elected officials to discuss the concept.

#### **Recommendation**

That L. Brooks Patterson meets with the other chief elected officials in the region to form a regional business roundtable.

### Broadband: The Last Mile



#### **Background**

Utility service has always been among the most important factors in the site selection process. Until the late 1990's, water, sewer, electric and gas were standard building blocks for business and industry. Corporate site selectors now expect broadband service to be in place in a community and thus it is a critical piece of infrastructure for attracting new investment.



Broadband is different from the other utilities. Because of the competitive nature of their business, it is not widely known what broadband service is available within a community let alone each individual site or parcel.

### ***Recommendation***

To assist site selectors, economic developers and property owners will collect information from the telecom companies regarding their general service areas and capabilities.

- Provide this information including contacts for service providers on GlobalOakland.com.
- Develop a standardized web-based questionnaire for site selectors that can be emailed automatically to the relevant telecom companies for their response.
- Post on the web site a list of key questions companies should answer when considering the broadband service they require.



### **Other Committee Actions in 2011**

The Economic Development Committee issued a press release in support of the Governor's proposal for the development of a new Detroit/Windsor bridge.



# Committee Leaders



*Jerry Dettloff  
Vice Chair*



*Jennifer Radcliff  
Chair*

## 2011 QUALITY OF LIFE RECOMMENDATIONS

The Quality of Life Committee explores innovative ways to make Oakland County a better place to live, work and play.

### **Background**

Research from the Kauffman Foundation shows that in every year from 1996 to 2007, Americans aged 55 to 64 had the highest rate of entrepreneurial activity in terms of business start-ups. The Oakland County “Silver Tsunami: A Wave of Opportunity” report indicates that from 2000 to 2030, the number of seniors residing in Oakland County will double.



### **Recommendation**

Seek opportunities to provide business counseling and other start-up services to second career entrepreneurs.



The goal is to market business counseling services to baby boomers and adults ages 65 and older who are beginning a second career. Marketing and partnership efforts should be directed to include organizations such as: Jewish Vocational Services, wealth management organizations, Area Agency on Aging 1-B, libraries, senior centers, Oakland County’s nine Michigan Works! centers, community newsletters and community organizations where this demographic is present.

### **Background**

The committee discussed the importance of the county and its communities devising new ways to be “development-ready,” given the critical importance of growing the tax base and helping to generate and retain jobs. As Lansing and the Michigan Economic Development Corp. continue to emphasize business climate over offering business incentives, communities need to do everything in their power to be development ready.

QUALITY OF LIFE

## Recommendation

The committee supports Oakland County in the implementation and promotion of a Certified Community Readiness Initiative for all communities.

The program would provide communities with a menu of resources, process improvements, educational opportunities and other specific economic development policies and strategies that – when adopted by communities – will show business investors a development ready community that maintains a high quality of life and encourages private investment.

The program would be overseen by the Department of Economic Development & Community Affairs.

## Background

The committee believes all Oakland communities should use the web pages of Pure Michigan and the Detroit Metro Convention & Visitors Bureau to promote the quality of life and business in each community.



## Recommendation

Seek ways to assist Pure Michigan and the DMCVB to ensure Oakland County's significant assets are promoted to attract new visitors and conventions to our region.

## Update on Business Ambassador Program

Recommended in 2009, the program actively promotes Oakland County to the business community and cultivates a better understanding of our quality of life attributes and business development services. This year the committee presented the ambassador program to the Oakland Chamber Network directors to pursue a partnership to work with local chamber ambassador efforts. Training with various local chambers is expected in 2012.

In 2012, a team of 15-20 business leaders from throughout the Business Roundtable will be recruited to serve as core Business Ambassadors. Increased use of social media is expected. The county's City Managers Association, Township Supervisors Association and Asia Pacific American Chamber of Commerce are among groups targeted for presentations in 2012.

## Update on Community Quality of Life Award

In 2010, Waterford Township and Ferndale each signed a Challenge Agreement under the Community Quality of Life Award program. They pledged to create an action plan to improve their communities by working with educators, business and government.



## Below is an update of their progress:

Waterford Township is working to support recreational opportunities at Hess Hathaway Park; improve overall public safety; integrate technology between business, education and government; establish a community foundation and create a bike path that connects five destinations within the township.

Ferndale is using various resources to strengthen its assets as well as develop deficient areas that have been identified. The seven key focus areas are: arts and culture, economic development and entrepreneurship, community collaborations, place making, education and training, housing and public safety, and parks and recreation.

# Committee Leaders



*Walter Alix  
Vice Chair*



*Alan Kiriluk  
Chair*

## TRANSPORTATION COMMITTEE'S 2011 RECOMMENDATIONS

### **Funding to Address Road Congestion and Road Maintenance**

For the last few years, the committee has focused on developing a long-range, comprehensive strategy to increase funding to address road congestion in Oakland County. However, economic times have changed, and now funding for road maintenance and operations has become an increasing issue. The committee understands roads represent one component of a fully functioning transportation system and that resources must be directed to multiple transportation options for long term economic viability and job creation in Oakland County.

**Recommendation:** Oakland County Executive L. Brooks Patterson should call upon state legislators representing Oakland County and the Governor to take action to increase Michigan's road funding and to support the Businesses for Better Transportation efforts and related legislation.



### **Other Recommendations**

The following are the other recommendations the committee respectfully submits to the county executive on six topics that were pursued this year.

### **New International Trade Crossing**

- The county executive should call upon state legislators representing Oakland County to support a new Detroit-Windsor bridge to Canada.



### **Oakland County Transit Plan including Funding for Development and Maintenance**

- Support the Regional Transit Authority (RTA) that promotes regional multi-modal transit.
- Develop governance structure and a funding plan that can be supported region wide through the RTA. Possible funding sources include: increased transit millage, local options sales tax, issuing bonds, private public partnership and Private Investment Infrastructure Funding.
- Oakland County, with SMART, should develop a transit plan that supplements/complements the RTA. This would include transit-oriented development that supports higher density mixed-use around transit facilities and corridors. Communities along these corridors should help determine where land use can be changed.

- Support a Rapid Transit Plan for the Woodward Corridor that would extend through Oakland County. The development of the Woodward Corridor Transit Plan should be done in stages as described in the Regional Transit Plan.
- Support the newly revised Troy Transit Center that will demonstrate the benefits of a multi-modal transit center on transit-oriented development and return on investment.

### Shared Services

- Oakland County, Oakland Schools and SEMCOG should host a Shared Services Summit to give communities a chance to see what their neighbors can provide and likewise, what services they could provide to others, with a focus on transportation-related services. Invitees would include mayors, supervisors, and other local officials; school district and college administrators; Road Commission for Oakland County (RCOC); SMART; DPW personnel; purchasing staff; and others who influence sourcing decisions.
- Convene a Summit Planning Committee from Oakland Schools, RCOC, SEMCOG, SMART, Oakland County and others. Participants would come away with an understanding of what services are shared, explore ways to increase sharing, and commit to implement collaboration to improve services and use tax dollars efficiently.
- Program and conduct follow up after the summit to monitor the progress and provide resources for continuing efforts.

### Mileage Based User Fees (MBUF)

- Oakland County should plan a MBUF summit inviting all stake holders (DTE, OnStar, e-Plate, MDOT, RCOC, MEDC, Automation Alley and Oakland University) to generate high level interest.
- Develop MBUF research opportunities with Oakland University in seeking grants.
- Facilitate public-private collaboration through Automation Alley and auto companies and electronic suppliers.



- Work with a subgroup of Automation Alley to develop a first-stage testing site in Oakland County for research and development and related equipment manufacturing.

### Alternative-Fuel Infrastructure

- Consider Propane Fueled Vehicles - For future purchases of school buses, police cars and other fleet vehicles, consider vehicles that operate on either propane only or propane and gasoline. Icom in New Hudson, Mich. offers the associated hardware to convert vehicles to operate on propane.
- Promote the installation of Electric Vehicle Charging Stations – Provide training to local communities on the importance of providing EV charging stations in downtowns, employment centers and other appropriate locations. PEP Stations is one private sector company that offers electric vehicle charging stations. In fall 2011, the county co-sponsored a training program to help prepare communities for electric drive vehicles.
- Explore funding opportunities for Alternative Energy Investments – Michigan has Qualified Energy Conservation Bonds (QECBs) in the amount of \$12.4 million available for Oakland County.
- Conduct evaluations of alternative energy options – Consider utilizing NextEnergy to conduct detailed evaluations of the above and other alternative energy options.
- Become a vehicle test site in conjunction with MDOT – MDOT has programs in the areas of intelligent highways and hydraulic hybrid vehicles and needs test sites.



### Oakland County/Troy Airport

Update master plan to develop and maintain this airport to its maximum potential under its existing ratings to provide a convenient facility for the traveling public and a valuable resource and economic tool for the adjacent communities and Southeast Michigan.



# Committee Leaders



*David Hay  
Vice Chair*



*Terence Adderley  
Chair*

## THE WORKFORCE AND EDUCATION COMMITTEE'S 2010 REPORT

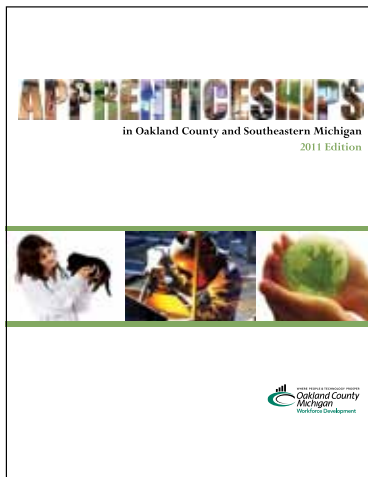
The Workforce & Education Committee examines issues that involve students of all ages and job seekers, those who need retraining and those who may be entering the work force.

### Market Workforce Development and Education Programs

- Establish an information clearinghouse; initiate pilot marketing strategies to benchmark public awareness levels that target students, parents, educators, workers and employers.

### 2011 Accomplishment

The county's Apprenticeship Booklet's 5th edition was updated and distributed. The semi-monthly PROSPER e-newsletter, featured training the Troy Michigan Works! Service Center and Oakland Community College provided for workers at PGK Engineering in Troy.



### Develop Partnerships with Business

Develop more partnerships with workforce development/ education providers as students, job seekers and current workers



are trained and retrained. These partnerships should include small and large businesses, use new technologies and involve business in curricula design. Successful partnerships from 2011 include:

- Oakland University and the Prima Civitas Foundation hosted an "Employer Internship Training Session"
- The Troy Michigan Works! Service Center developed summer engineering internships at Lear Corp. and Oasis Advanced Engineering, and the Ferndale Center developed summer health care internships at Providence Hospital.



### Retain, Train, Retrain, and Recruit Workers for Oakland County's High Demand Jobs

Ensure there is an available and qualified labor force for high-demand jobs. The Committee encourages entrepreneurs and training individuals for health care and emerging technology jobs.

### **2011 Accomplishments:**

- The Michigan Works! Service Centers trained approximately 3,000 customers for high demand jobs.
- Oakland Schools' four technical campuses enrolled approximately 2,900 students.

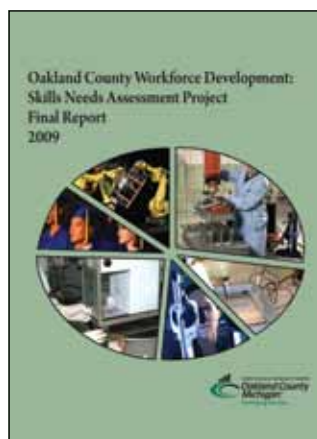
The county is encouraged to provide training and resources for entrepreneurs and health care jobs and help job seekers develop networking and social media skills.

### **Bridge the Skills Gap**

Narrow the gaps between the skills industry needs and the skills workers have. Ensure educators and job seekers are informed about employers' training needs and develop programs to address needs. Train workers and students for Emerging Sectors® jobs.

### **2011 Accomplishments:**

- The Troy Michigan Works! Service Center and OCC trained nearly 1,000 workers at the Chrysler Technical Center and the General Motors Orion plant.
- The county continues to distribute copies of its award-winning "Skills Needs Assessment Checklist," which asked employers to identify the top emerging jobs, needed skills and a profile for each job. The Checklist should be expanded to include health care, film and aerospace in 2012.



### **Study School Services and/or School District Consolidation**

Many committee members believe school district consolidation is inevitable, citing budget pressures and declining property values as important factors. Others are dissatisfied with educational outcomes in some districts or recognize that demographic trends impact enrollment. Many members believe Oakland County can and should take an active role in this issue.

The committee recommends the county form a task force to collect and analyze school district data including: demographics, comparative budgets, land use and development and student achievement by district. Task force members should be drawn from county government, Oakland Schools, local districts, the Citizens Research Council and others.

### **The International Academy**

The International Academy (IA) is consistently recognized among the best public high schools in the nation. Its International Baccalaureate (IB) degree and rigorous curriculum



convinces many international business executives to locate their families here. This makes the IA a strong economic development tool for the county in its efforts to expand job opportunities and bolster growth. Despite a recent expansion, there is a waiting list for admission.

Because the current IA funding structure is a concern for the school's ongoing viability, the committee will continue to monitor this in 2012.

One current positive outcome has been the wider recognition of the value of the IB degree for some students, and the expansion of the IB degree option that some Oakland County public schools now offer, by providing an IB degree option to students in their local district.

A more extensive version of this report is available at [www.oakgov.com/brt](http://www.oakgov.com/brt).

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