



**GROWTH ALLIANCE**  
5300 WEST U.S. 10  
LUDINGTON MI 49431

## MASON COUNTY GROWTH ALLIANCE STRENGTHENING OUR LOCAL ECONOMIES

### NEWS IN ECONOMIC DEVELOPMENT

VOLUME 1, ISSUE 2

DECEMBER 1, 2008

## PROMOTING SUCCESS IN MASON COUNTY

**Great Lakes Castings** installed new equipment in 2008 in order to diversify their product offerings and bring new customers on board. This has helped them retain at least 6 existing jobs so far, and add many new products to their list of offerings. Most recently, Great Lakes Castings received purchase orders for three jobs from American Metal Technologies with annual sales of approximately \$3M. They should be shipping production quantities starting in late January 2009. Thank you to the City of Ludington for approving a tax abatement for Great

Lakes Castings to enable them to add this new business.

**Life EMS Ambulance Service** is the first new owner in the Pere Marquette Township First Street Business Park. The company is currently constructing their new facility which includes an ambulance garage, conference/trng room, living/sleeping quarters for on-duty employees.

Another **Life EMS** building is in construction in the City of Scottville with similar amenities to that in PM Township. The plan is to move in the first of '09.

Also new to the Pere Marquette Township First Street Business Park is **P&J Welding & Fabricating Inc.** Thank you to Pere Marquette Charter Township for approving their tax abatement.

**Western Land Services** has proposed a five-story office building downtown for its headquarters. This project would provide one of the largest positive impacts to the downtown Ludington economy in years. The project is currently on hold, and will move forward subject to market conditions.

### REGIONAL GROWTH

Nevada-based Mariah Power and Michigan-based MasTech will partner on a \$2.2 million wind-power project in Manistee County. The companies are working together to mass-produce the Windspire affordable and easy-to-use wind-power system designed for homes and businesses. The project is expected to create 141 new jobs and \$1.8 million in new capital investment. A \$400,000 CDBG grant is being made available by the Michigan Economic Development Corporation to support the project. This grant will be used to assist MasTech with financing of equipment. The Windspire system connects directly to the building power supply and can produce enough energy to power 25 percent of the average home.

This project will not only add jobs throughout our region, but also provide some of our local manufacturing base with additional work. A win-win for the region.

## MASON COUNTY WAGE/BENEFIT SURVEY

The Mason County Manufacturer Wage and Benefit Survey was updated in October 2008. Ten local companies participated this fall. This is a confidential survey that has been shared with participants only.

The bulk of the summary is pay rate summaries for each different position

identified in the surveys. Also included is a Benefit Practice summary.

Thank you very much to those of you that participated and we hope that you find this information valuable. It is an invaluable tool for the MCGA in business attraction and retention efforts.

A special Thank you to John Shereda, Marsha Major and staff of Ludington Components/Haworth for their work with the MCGA to create this new format and compile the information. We appreciate the thoroughness and expertise that went into this document.

### CONTACT INFORMATION:

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## WSSC-NEW CLASS FOR ASPIRING ENTREPRENEURS

Students are now able to be a part of an exciting new program geared toward entrepreneurship. The program is called *Buz on Biz* and is offered to students currently enrolled in Tech Prep courses through WSSC. *Buz on Biz* is offered through West Shore Community College's Duel

Enrollment program. This course is held two days a week during student's regular Tech Prep class time.

The students are given the opportunity to create a product or service of their choice and then learn how to design a business plan in order to make their idea a success.

If you would like to speak to a class of entrepreneurial students, please contact Lynda Daugherty at [ldaugherty@westshore.edu](mailto:ldaugherty@westshore.edu) or 231.845.6211 x5829

*This program will be open to the general public as well in fall 2009. Thank you WSSC!*



## SBTDC & SCORE TEAM UP

Mason County's small business development organizations are teaming up to help those who want to start or improve their businesses. Together the groups offer counseling, training, research and advocacy for new ventures, existing businesses and innovative technology companies. Jamie Healy, of the Michigan Small Business & Technology Development Center, works in collaboration with the Mason County Growth Alliance, West Shore Community College and Ludington & Scottville Chamber of Commerce to promote

entrepreneurism and strengthen the area's businesses. Healy's (MI-SBTDC) expertise is in market research databases. The MI-SBTDC has access to over 17 different databases. These databases would cost thousands of dollars for an individual business to purchase on their own. The Chamber's SCORE counselors, who are experienced business owners/entrepreneurs, have specific knowledge within a variety of industries and use their experience to offer help. "By collaborating the two services we will better serve

all business types and industry needs," Healy said. SCORE and SBTDC will have an initial meeting with a client and continue with follow-up meetings while maintaining communication and evaluation for what the client most requires. The SCORE counselor and Healy will determine which organization would best serve the client. "SCORE and SBTDC are working together to bring awareness to the business community that these services are available at no cost and are highly confidential," Healy said.

JULIE VAN DYKE,  
ALONG WITH  
KATHY MACLEAN  
OF THE LUDINGTON  
& SCOTTVILLE  
CHAMBER AND  
HEATHER LONEY OF  
THE CITY OF  
LUDINGTON, SPENT  
A DAY IN LANSING  
ATTENDING A  
SEMINAR ON  
'CREATING  
ENTREPRENEURIAL  
COMMUNITIES'.  
LOOK FOR  
UPCOMING  
PARTNERING  
PROGRAMS TO  
BEGIN IN EARLY  
2009.

## SCOTTVILLE'S MAIN STREET PROGRAM UPDATE

The City of Scottville has received \$30,000 through their participation with the Michigan Main Street program that has allowed them to move forward with a market study for downtown Scottville. The study process includes intercept surveys, field work and several focus group and public hearing meetings, specific to three segments of the community that downtown Scottville currently or could potentially service.

The final product of the study will point out Scottville's customer base and trade area, potential new retail and residential opportunities that Scottville and its surrounding areas could support, and processes for making downtown Scottville more conducive to entrepreneurial projects. "The overall goal of this project is to evaluate the economic strengths and weaknesses of the community which is likely to retain and

attract businesses and lead to job creation in downtown Scottville. We would ultimately like to create a comfortable and inviting place that is conducive to economic stability and entrepreneurial principles. These efforts recognize the importance of the current retailers in Scottville and that they are the basis for all growth in the community," said Brittney Hoszkiw, Scottville Main Street Manager.

Thursday  
January 8, 2009

Check in: 8:30 to 9:00 a.m.  
Seminar: 9:00 a.m. to Noon

Mason County Growth Alliance  
5300 West U.S. 10  
Ludington, MI 49431

Located in the Mason County  
Airport Building

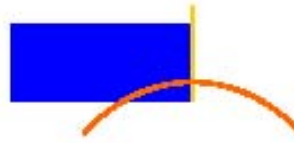
**REGISTER EARLY!**

There is no charge for this seminar  
but space is limited.

To Register Contact:  
Shelia Polacco  
Phone: 231.796.4484  
Email: [spolacco@charter.net](mailto:spolacco@charter.net)

Deb Donovan  
Phone: 231.922.5076  
Email:  
[ddonovan@nwm.cog.mi.us](mailto:ddonovan@nwm.cog.mi.us)

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# BIDMATCH

## Locating Government Contracts for your Business



BidMatch is a search engine that  
locates government contracting  
opportunities for your business.

Learn how to take advantage of  
this no cost service offered to your  
business by your local PTAC.

**During this three hour seminar you'll learn about:**

- Electronic bid boards used by federal, state, and local government agencies.
- How to find appropriate solicitations for your company.
- Selecting and refining criteria for your search.
- How to download solicitations.
- Types of solicitations.
- Information buried in solicitation numbers.
- National Stock Numbers

The advertisement to the right ran in the Ludington Daily Newspaper on Saturday, November 15th. Thank you for your continued support of Economic Development.



New signage for Business Development Services offered in the Mason County Airport building were added to the existing sign in October.

- MI-Small Business Technology Development Center
- Mason County Growth Alliance
- SCORE

*As we begin a season of Thanks...*

The Mason County Growth Alliance (MCGA) Board of Directors, along with you and other public and private community leaders, are responsible for Economic Development in Mason County. We know that you have many options as you plan the future of your organization, and we appreciate you working in partnership in the success of our community. We want to thank the organizations that support the MCGA and partner with us to ensure that Mason County will continue to be a great place to do business while giving your employees a wonderful place to live, work and play.

<p><b>Manufacturers:</b>                  Change Parts                  Cone Drive/Textron                  Consumers Energy                  Dow Chemical                  DTE Energy                  Great Lakes Castings                  Harsco Track Technologies                  Indian Summer                  Kaines West Michigan                  Ludington Components/Hayworth                  MetalWorks                  Michigan Power                  Straits Steel &amp; Wire                  Whitehall Industries</p>	<p><b>Commercial Organizations:</b>                  Carriage House Real Estate                  Fifth Third Bank                  Hardman Construction                  Lake Michigan Carferry                  Lakeshore Lumber and Flooring                  Ludington Beverage                  Memorial Medical Center                  National City Bank                  Northwestern Bank                  Ludington Daily News                  West Shore Bank                  Western Land Services</p>
<p><b>Service Organizations:</b>                  Ludington &amp; Scottville Chamber                  Ludington Area CVB                  Michigan Works! West Central                  West Shore Community College</p>	<p><b>Public Entities:</b>                  Amber Township                  City of Ludington                  City of Scottville                  Mason County                  Pere Marquette Charter Township</p>

**Mason County Growth Alliance 2008 Board Members**  
 Julie Van Dyke • MCGA President

Dan Sleeman CHAIRMAN National City Bank	Chuck Dillon West Shore Community College	Bill Berrett Dow Chemical
Scott Lakari VICE CHAIRMAN Metalworks	Rob Kilips Great Lakes Castings	Gene Jorissen Pere Marquette Twp.
Fabian Knizacky SECRETARY/TREASURER Mason County Administrator	Don Clingan Lake Michigan Carferry	John Shay City of Ludington

Robert Kran  
Kran Dairy Farm

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