

JULY, 2010

Business Leaders for Michigan Turnaround Plan presented at forum

Doug Rothwell, President and CEO of the Business Leaders for Michigan, visited West Shore Community College on July 13th, to discuss his organization's "Turnaround Plan" for Michigan.

The meeting, sponsored by WSCC and the Mason County Manufacturers Association, was held in the North Lounge at WSCC with an audience of 60 community leaders attending the hour presentation and follow up question and answer period.

Mr. Rothwell has a long and impressive career in state and national economic development strategies including serving as the founding Director of the Michigan Economic Development Corporation under the Engler Administration. Rothwell served as President and CEO of Detroit Renaissance, an economic development agency in Southeast Michigan before forming the BL4M organization in 2008.

Business Leaders for Michigan (BL4M) represents companies that employ more than 300,000 people in Michigan, generate \$1 trillion in annual revenue and serve over 130,000 students.

Mr. Rothwell's organization has identified five critical steps to turn our state into one of the top ten most attractive ones for growing business, industry and corresponding employment opportunities for our citizens. Doug will review those steps and present a plan that BL4M believes will bring Michigan out of its economic slump and into the knowledge-based economy.

Credible data depicting Michigan's economic status is startling. Nearly 50 percent of U.S. job losses in the last ten years have been in Michigan. Michigan's Gross Domestic Product (GDP) ranks last in the nation. Business CEOs rank Michigan 48th for jobs and business growth. Michigan companies pay on average three to four percent more on state and local taxes than other states we most often compete against for manufacturing or knowledge-based jobs.

Rothwell addressed the challenges facing Michigan noting that the state has great potential to reclaim its place as a top ten state in education excellence, regulatory and tax reform, government efficiency and sustainable economic and job growth.

For more information on Mr. Rothwell and the Business Leaders for Michigan "Turnaround Plan", browse businessleadersformichigan.com.