

Testimony of Mike Coast  
President, Michigan Manufacturing Technology Center  
Before the House Science & Technology Committee Technology & Innovation Subcommittee  
Hearing on Commerce Department Programs to Support Job Creation  
and Innovation at Small- and Medium-Sized Manufacturers  
January 21, 2010

Chairman Wu, Members of the Subcommittee – Thank you for this opportunity to offer brief testimony on the impacts of two federal programs that aim, among their other objectives, to create and retain jobs in small and medium-sized manufacturers.

I am Mike Coast, president of the Michigan Manufacturing Technology Center (or “MMTC”), my state’s affiliate of the NIST Manufacturing Extension Partnership (or “MEP”). For more than 18 years, the MMTC has helped Michigan manufacturers improve quality, reduce costs, launch new products, and diversify their customer base. In the past year, our Michigan manufacturer-clients credit us with \$430 million in new or retained sales and more than 2,000 jobs created or retained, plus nearly \$50 million in cost savings. Nationally, the roughly 7,600 manufacturers served by the 59 NIST MEP centers credited the work of those centers with more than \$9 billion in sales, 50,000 jobs, and \$1.4 billion in cost savings. The federal government will spend less than \$125 million on MEP in FY10; these numbers suggest that it has been a good investment and one that should be scaled up to have even larger impacts on the critical and struggling US manufacturing sector. In that regard, I appreciate the long-time support of MEP by this Committee, most recently Congressman Peters’ efforts, along with Congressman Ehlers, to reduce the matching requirement for MEP’s federal funding at a time when many cash-strapped states have been forced to reduce their investment in their states’ MEP centers.

MEP is the only program specifically designated to assist small and medium manufacturers, and we look forward to working with Congress and the Administration to implement the President's campaign promise to double funding for the program by 2015. As much as I enjoy bringing the news of MEP’s good works to the Congress, my remarks today focus instead on a new initiative, one that holds potential to make the federal government’s investment go further in helping American businesses.

Last year, in response to the crisis facing two of the three US-based automakers, Commerce Secretary Locke paid multiple visits to Michigan, meeting with dozens of our manufacturers. Seeing how difficult they found it to access help from federal programs, even within Commerce, the Secretary proposed piloting an effort to make those programs more accessible and more responsive to business, starting with manufacturers. Secretary Locke asked NIST MEP’s director, Roger Kilmer, to oversee the pilot, and Mr. Kilmer turned to us at the MMTC to help. He also detailed one of his senior program managers to oversee the Michigan pilot on a day-to-day basis. The Commerce Department gave MMTC \$185,000 of unobligated funds to execute the pilot program, so we did not have to pull funding away from our ongoing, effective programs. Further funding for CommerceConnect should be separate from and in addition to future increases in MEP funding.

Working with Mr. Kilmer, we began by identifying the 61 programs within Commerce with services related to manufacturers. Next, we convened a dozen Michigan manufacturers and representatives of a dozen federal and state programs with offices in the state. (We included the Small Business Development Center, for example, because it is the Michigan window for SBA's loan funds, as well as offering other services for manufacturers.) At that meeting, we conducted two exercises. In the first, we had the manufacturers develop a list of, and then rank, their most critical needs. In the second, we had the federal programs' representatives rate how well each of those needs was being addressed by their programs' services. I attach the prioritized list of needs as voted on by the manufacturers. (We convened a second group of manufacturers in November during a session with Commerce Assistant Secretary Hightower, and the list and the rankings remained essentially the same.)

The results made clear that manufacturers lack knowledge of many programs and do not know how to access their services; that many programs are not focused on the priority concerns of manufacturers; and that the programs are often not aware of each other's services.

Based on those findings, a pilot that came to be called "CommerceConnect" was established. I stress that this pilot, while housed at the MMTC, is not (and logically cannot be) an MMTC program. It is an independent effort to help Michigan manufacturers navigate among the many relevant programs in Commerce and beyond. So far, CommerceConnect has worked with 25 companies. I understand that Deputy Secretary Hightower's testimony describes the experiences of some of those 25 companies.

Again, it has been fewer than four months since the pilot was launched, so my remarks today certainly do not represent a full evaluation based on hard data. However, I believe that we can begin to draw at least four lessons that should inform decisions about whether to launch CommerceConnect programs in other states and, just as important, how to design the post-pilot phase in a way that delivers the most impact at the least cost.

First, we have learned that navigating federal programs requires knowing a good deal about what those programs actually do. Their websites help, but are not enough. Only now, after nearly four months, is the current six-person CommerceConnect staff beginning to understand the services of just the dozen or so programs with the most manufacturer-relevant services. This has a clear implication: CommerceConnect needs to have permanent staff that can invest in learning the programs. That staff will be even more effective if it has good general business knowledge. Our pilot benefited greatly by having three individuals, including NIST MEP's Phillip Wadsworth, with substantial manufacturing and business backgrounds.

Second, after servicing the initial 25 clients, we have learned that doing "case management" well requires more than just making referrals. A great deal of follow-up has been needed to make sure that clients actually got relevant assistance from the programs to which they were referred. CommerceConnect case managers have sometimes shared the frustrations of the manufacturers they serve, not being able to find personnel able to deal with the client's request. This too has a clear implication: each program needs to have a designated point-of-contact that is knowledgeable about its services and explicitly tasked with addressing CommerceConnect clients' requests in a timely manner.

Third, we have learned that manufacturers' needs do not respect agency or program boundaries. A given company may need loan support from an SBA program, IP protection advice and legal aid from an ITA program, and help with lean manufacturing methods from NIST's MEP program. The clear implication: staff need to understand the full range of business assistance programs, though over time they may reach the useful conclusion that a subset of the programs are more effective and responsive than the others.

Fourth, we have confirmed that there is indeed a vital role for a hands-on navigation function like CommerceConnect. Thus I would recommend that the effort continue in Michigan at approximately its current scale. It probably makes good sense to charter at least a few more pilots in other parts of the country that are less automotive- and less manufacturing-intensive than Michigan to get a sense of how to make federal agencies responsive to distribution and service businesses as well as to manufacturers. It would, though, be premature to move from a pilot to a full-scale program. Much work remains to be done to arrive at a design that is both effective and efficient.

Thank you for the opportunity to testify. I stand ready to answer your questions.

# Bridging the Gap

Welcome to the CommerceConnect Planning Meeting





# CommerceConnect

Connecting Businesses with Government Services

# Represented Organizations

## Manufacturing Needs

**E & E Manufacturing Company**  
Stampings and Fasteners

**Chemico Mays**  
WORLD LEADING CHEMICAL MANAGEMENT SERVICE PROVIDER

**RENOSOL CORPORATION**

**FLUXTROL Inc.**

**Total Door**  
Total Door. Total Solutions.

**AM LABEL**  
WE LABEL YOUR SUCCESS

**DYNAMIC manufacturing corp.**

**BAYLOFF STAMPED PRODUCTS**

**JPT**  
Joint Production Technology  
Engineering Solutions - Manufacturing Products

**HELLER PRECISION MACHINING**

**PICOMETRIX**  
an API company

**rapid-line**

## Service Providers

**MEP + MANUFACTURING EXTENSION PARTNERSHIP**  
NATIONAL INSTITUTE OF STANDARDS AND TECHNOLOGY

**MICHIGAN ECONOMIC DEVELOPMENT CORPORATION**

**MISBDC**  
MICHIGAN SMALL BUSINESS & TECHNOLOGY DEVELOPMENT CENTER

**NEXTENERGY**

**DELEG**  
Division of Energy, Labor & Economic Affairs

**U.S. Small Business Administration**  
**SBA**  
Your Small Business Resource

**THE RIGHT PLACE, INC.**  
A REGIONAL ECONOMIC DEVELOPMENT ORGANIZATION

**MMBDC**

**Oakland County Michigan**

**IRLEE**  
University of Michigan  
Institute for Research on Labor, Employment and the Economy

**MICHIGAN WORKS! ASSOCIATION**

# The missing link

Manufacturing Needs

Service Providers



**E & E Manufacturing Co.**  
Stampings and Fasteners

**Chemico Mays**  
WORLD LEADING CHEMICAL MANAGEMENT SERVICE PROVIDER

**FLUXTROL Inc.**

**AM LABEL**  
WE LABEL YOUR SUCCESS

**JPT**  
Joint Production Technology  
Engineering Solutions - Manufacturing Products

**HELLER**  
PRECISION MACHINING

**RENTAL CORPORATION**

**Total Door**  
Total Door. Total Solutions.

**DYNAMIC**  
manufacturing corp.

**BAYLOFF**  
STAMPED PRODUCTS

**PICOMETRIX**  
an API company

**rapid-line**

**MANUFACTURING PARTNERSHIP**

**U.S. DEPARTMENT OF COMMERCE**  
U.S. COMMERCIAL SERVICE  
United States of America  
Department of Commerce

**U.S. Small Business Administration**  
**SBA**  
Your Small Business Resource

**MMTC**

**GREATER GRAND RAPIDS**  
THE RIGHT PLACE, INC.  
A REGIONAL ECONOMIC DEVELOPMENT ORGANIZATION

**MMBDC**

**Oakland County Michigan**

**IRLEE**  
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Employment and the Economy

**MICHIGAN WORKS!**  
ASSOCIATION

**DELEG**  
Division of Energy, Labor & Economic Growth

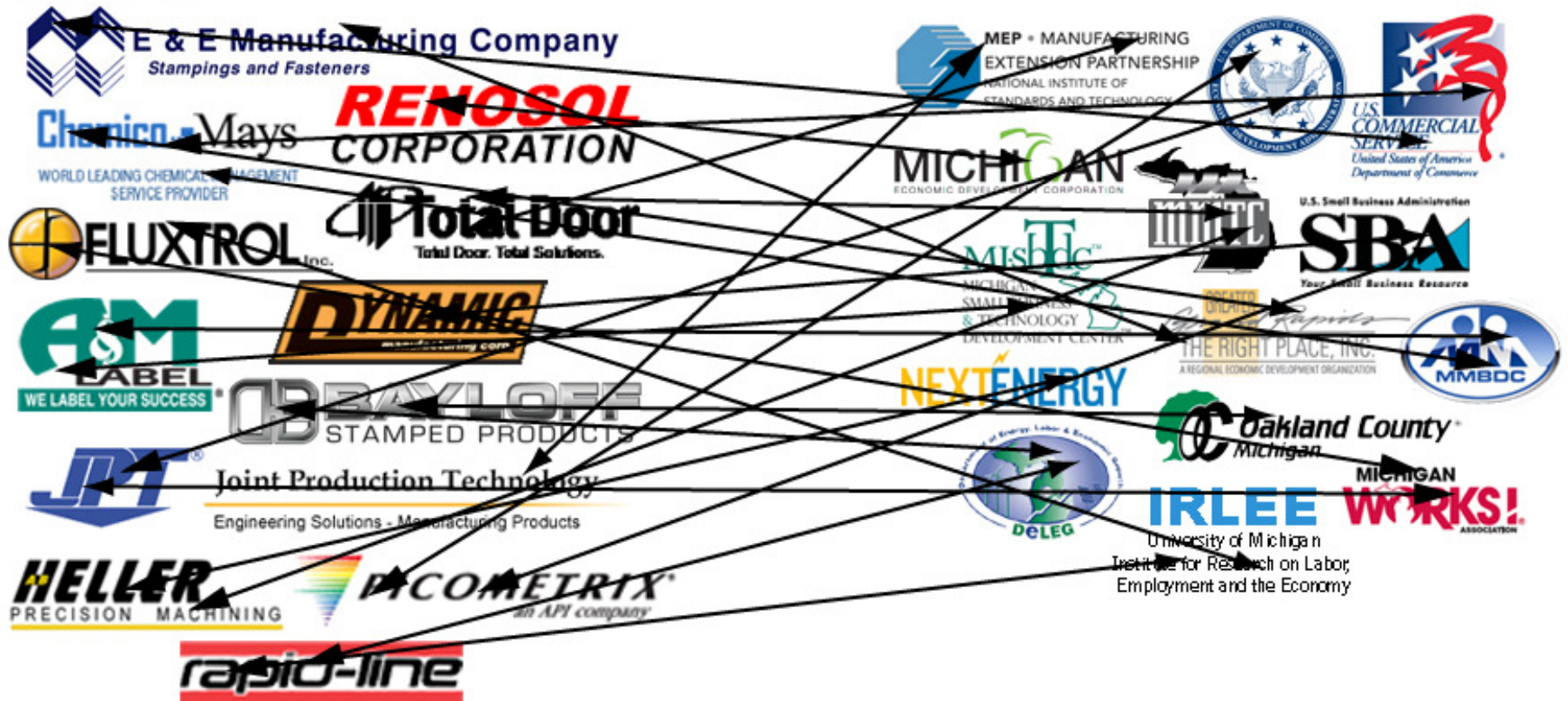
**NEXTENERGY**

**TECHNOLOGY DEVELOPMENT CENTER**

# Help or Confusion?

## Manufacturing Needs

## Service Providers





# Manufacturer Introduction

We would like for everyone to learn a little bit about the manufacturers who are in attendance. One person from each company should give up to a three minute introduction and share the following information with the group:

Industry, sector and product

Size of company

Percentage of automotive related work

Percentage of work for the Detroit Three

Identify up to three needs or pains your company faces

# State of your company

Between 2008 and 2009, have your revenues

Dropped more than 50%

Dropped 20 – 49%

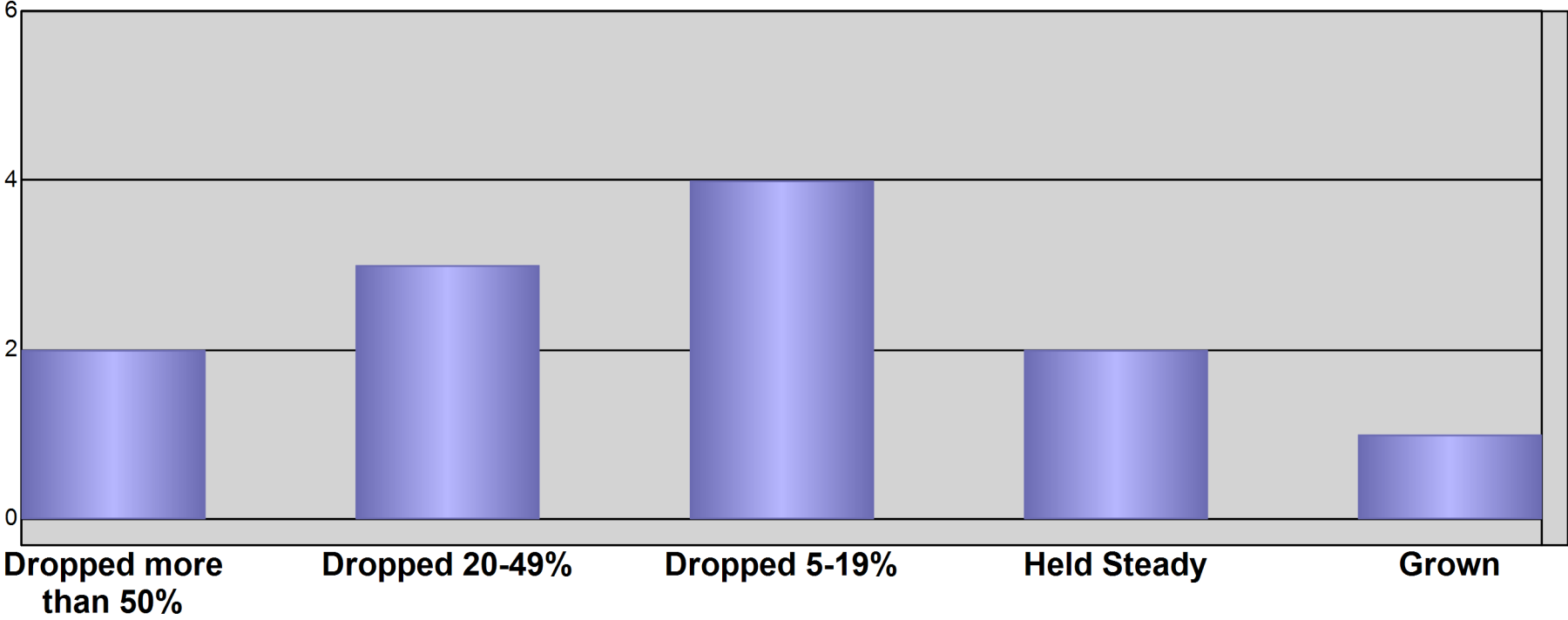
Dropped 5 – 19%

Held steady

Grown

# State of Your Company

Between 2008 and 2009, have your revenues





# Company Strategy

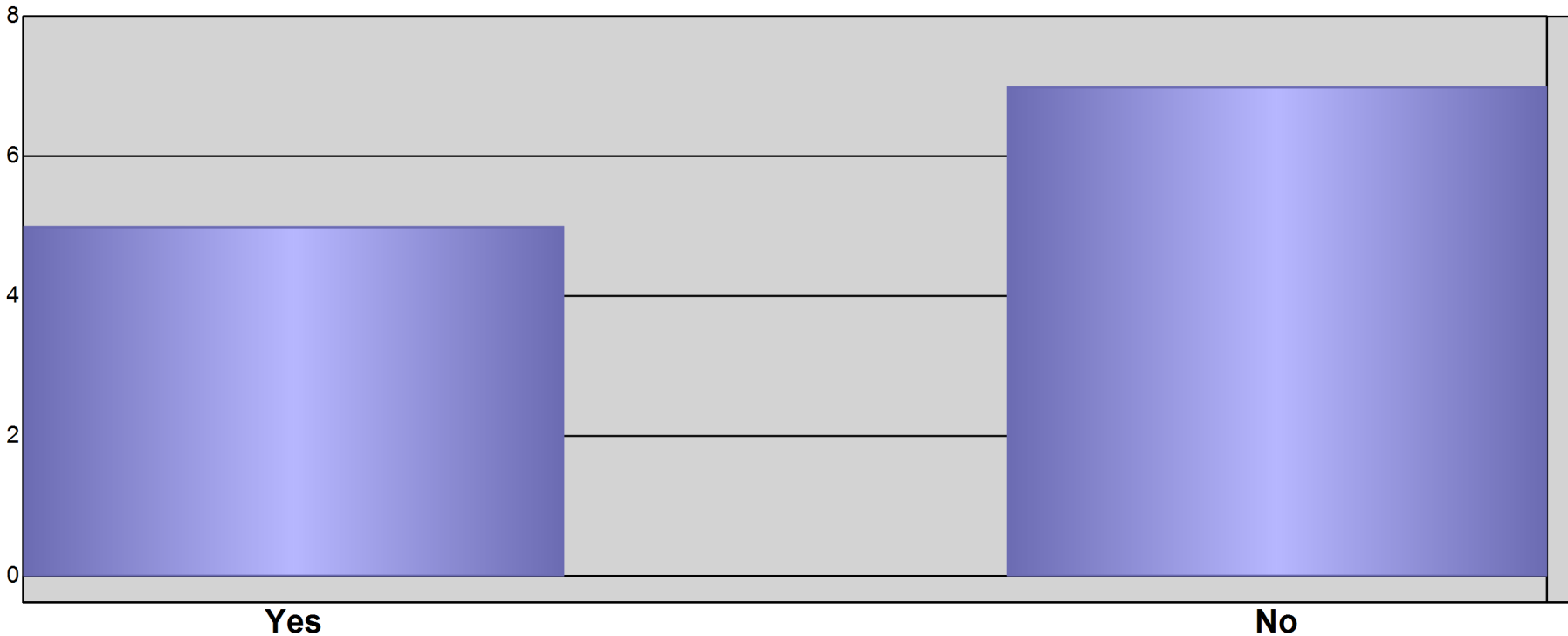
Do you currently have a written 12 month strategy to improve your company?

Yes

No

# Company Strategy

Do you currently have a written 12 month strategy to improve your company?





# Search for assistance

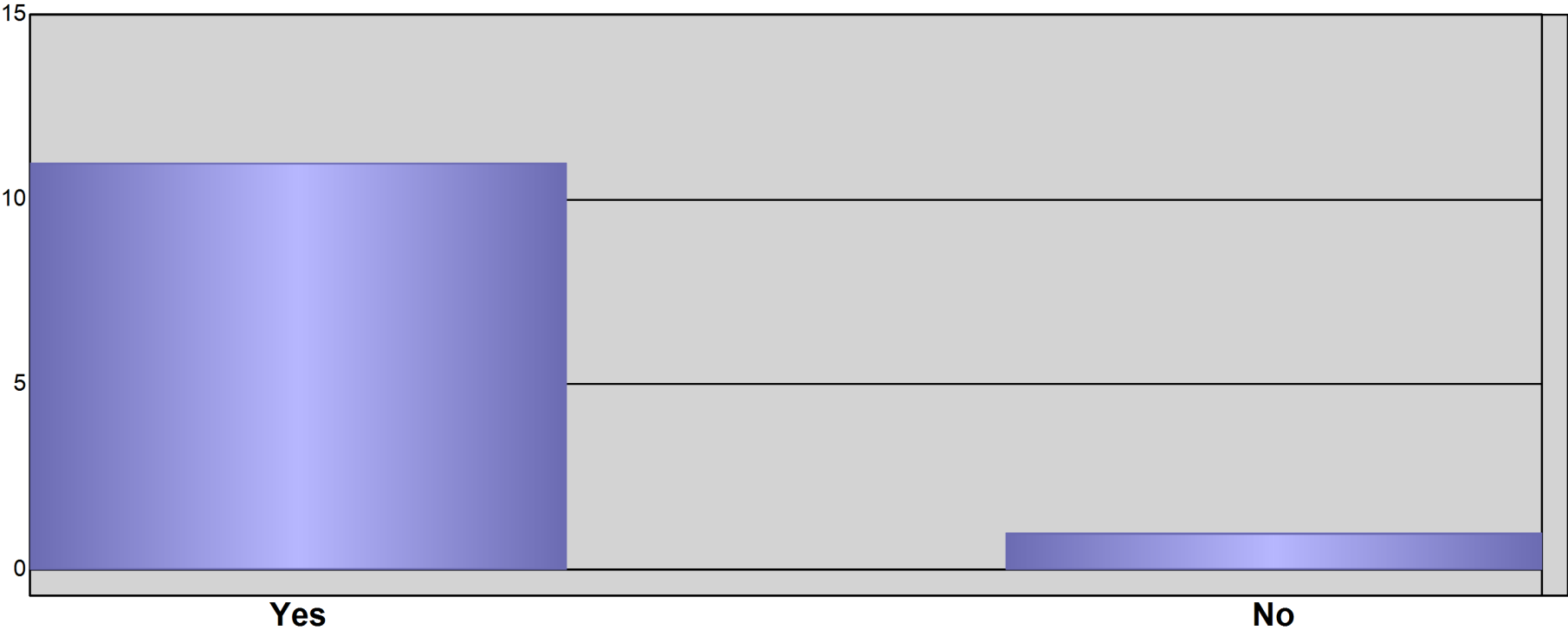
Consider your 12 month strategy, if services provided by State / Federal agencies could help you, would you seek them out?

Yes

No

# Search for Assistance

Considering your 12 month strategy, if services provided by state/federal agencies could assist you, would you seek them out?



# Service Provider Experience

Indicate the following State / Federal service providers  
your company has interacted with  
(check all that apply)

SBTDC

U of M IRLEE

Great Lakes TAAC

Regional Economic Development

USEAC

MMTC

MMBDC

EDA

MEDC

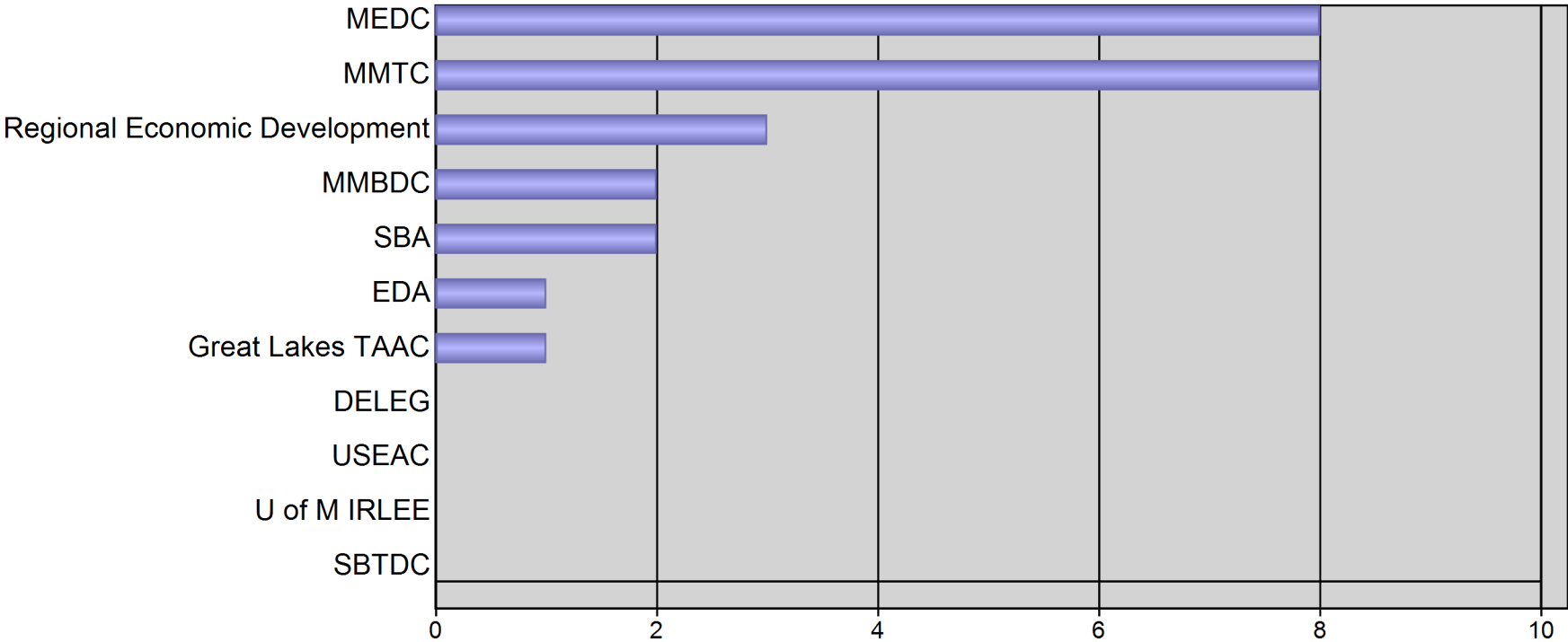
SBA

DELEG



# Service Provider Experience

Indicate the following state/federal service providers your company has interacted with (check all that apply)



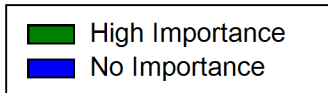
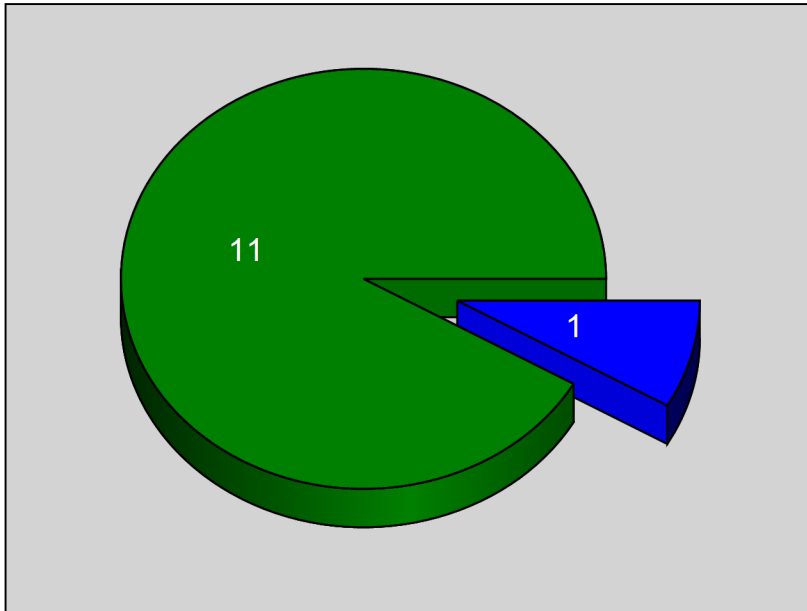
# Needs and Services Overview

Need	Total Company Rating	Total Provider Rating
Increasing productivity	88	50
Acquiring reduced-cost financing	81	36
Reducing state and/or local tax burden	76	14
Training/coaching company leaders and managers	73	49
Winning government contracts	70	39
Training the hourly workforce	70	33
Reining in healthcare costs	70	14
Developing business and/or strategic plans	65	52
Streamlining process of bidding on government contracts	65	30
Improving skilled worker pipeline	65	27
Acquiring new technologies and/or intellectual property	63	30
Winning defense contracts (as prime or sub-prime)	62	33
Addressing unfair trade policies	62	17
Identifying prospective non-automotive customers	57	52
Improving quality: reducing scrap, rework, and rejects	54	27
Translating R and D into volume production	52	33
Protecting intellectual property	52	17
Determining the causes of defective products	52	14
Increasing exports	47	26
Launching new enterprises	45	44
Improving health and/or safety	45	9
Diversifying into alternative energy	39	39
Reducing energy usage	38	25
Finding people with strong electronics skills	36	25
Instituting emergency preparedness plans	36	17
Retraining displaced employees	31	27
Certifying compliance to quality system standards	31	25
Responding to trade-related dislocation	28	20
Imposing Buy American requirements	27	14
Modifying codes and standards to permit and reward innovation	25	9
Achieving LEED (green) certification	19	15
Reducing company's carbon footprint	14	20

# Needs and Services Overview

Need	Total Company Rating	Total Provider Rating
Winning more orders for minority businesses	11	26
Selecting, assembling, and/or remediating industrial sites	3	20

# Increasing productivity



## Providers:

### Primary

Michigan SBTDC

MMTC

Statewide Economic Development

U of M IRLEE

### Secondary

DELEG

Economic Development Administration

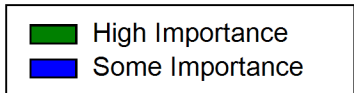
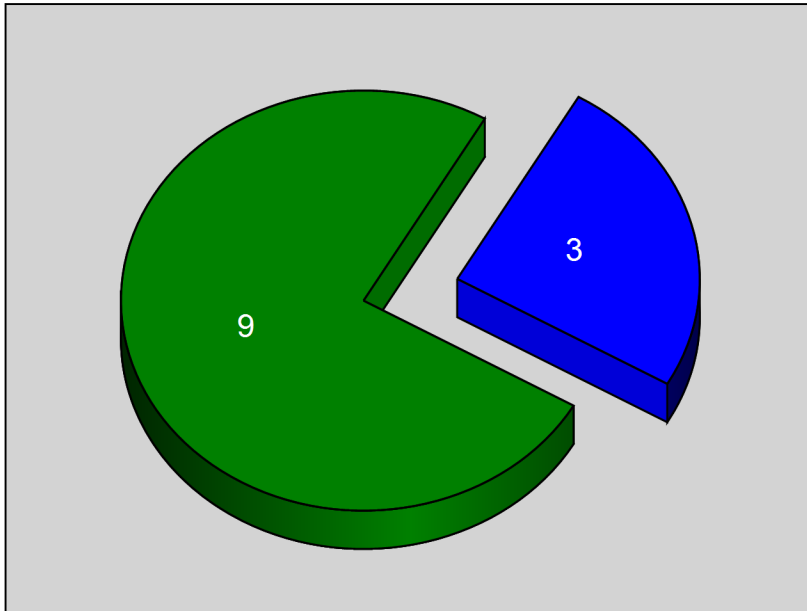
MEDC

MMBDC

SBA

U.S. Commercial Service

# Acquiring reduced-cost financing



## Providers:

### Primary

MEDC

Michigan SBTDC

Statewide Economic Development

### Secondary

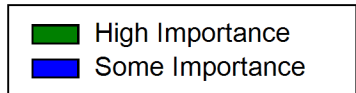
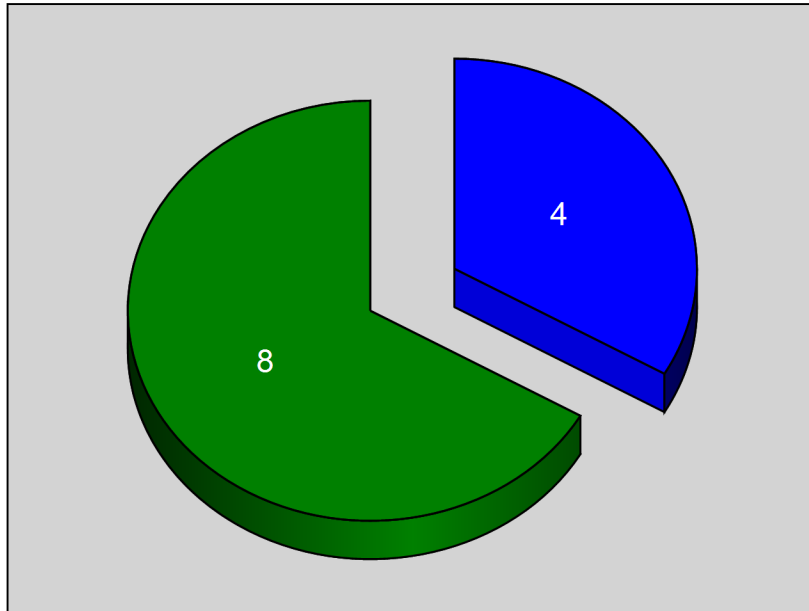
Economic Development Administration

MMBDC

U of M IRLEE

U.S. Commercial Service

# Reducing state and/or local tax burden



## Providers:

### Primary

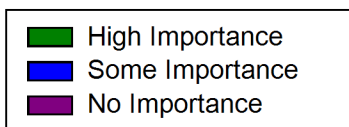
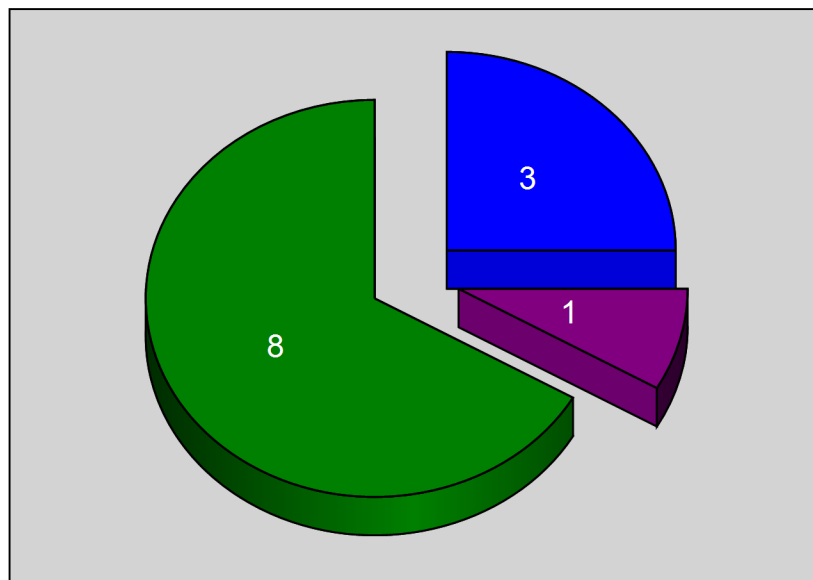
Statewide Economic Development

### Secondary

Economic Development Administration

MEDC

# Training/coaching company leaders and managers



## Providers:

### Primary

DELEG

MMBDC

MMTC

Statewide Economic Development

U of M IRLEE

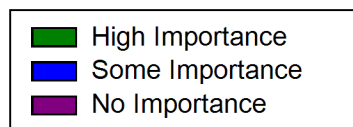
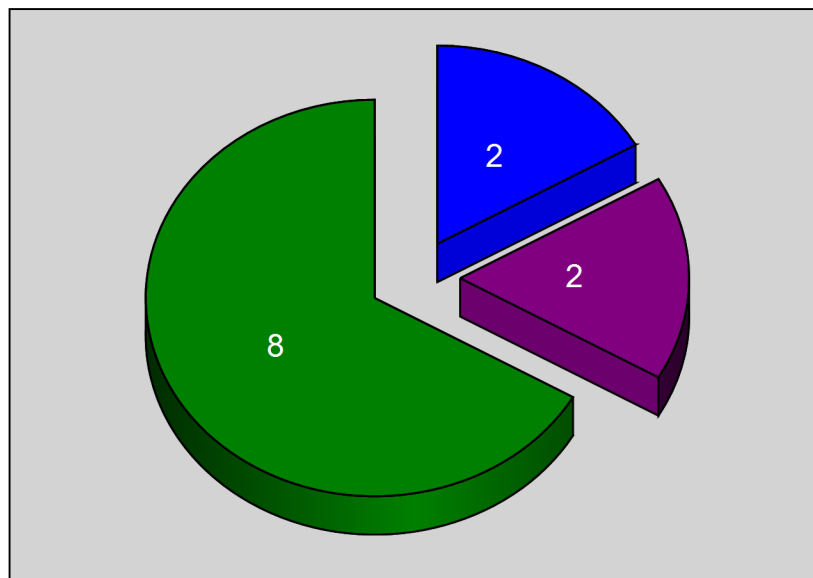
### Secondary

MEDC

SBA

U.S. Commercial Service

# Training the hourly workforce



## Providers:

### Primary

DELEG

MEDC

Statewide Economic Development

### Secondary

MMBDC

MMTC

U of M IRLEE



# Question and Answer

- What did we miss?
- Points for discussion:
  - Do the needed services exist?
  - Are companies aware of the existing services?
  - What is the primary problem?
    - Lack of services?
    - Difficulty figuring out how to access services?
    - Complexity of application process?

# Closing Thoughts

- We will provide each attendee with a list of agencies and their contact information
- We will also provide the results of the data that was captured during the meeting via email to each attendee

Thank you for your time and participation!

# CommerceConnect – Pilot Launch

## Plymouth, Michigan

### Precision Machining Supplier

Referred By: Michigan Manufacturing Technology Center

Follow-Up between client and agency/program:

- SMALL BUSINESS ADMINISTRATION (SBA) - locate and contact financing organization which best match Vogel's needs
- DEPARTMENT OF ENERGY – Investigate grant funding for Neighborhood Electric Vehicle (NEV)
- PROCUREMENT TECHNICAL ASSISTANCE CENTER Registration – Must complete PROCUREMENT TECHNICAL ASSISTANCE CENTER registration to be eligible for defense registry
- DEFENSE CONTRACT COORDINATION CENTER Registration – Must register to be eligible for defense registry
- KEEP MICHIGAN WORKING Grant – Funding to provide training to diversify markets
- ECONOMIC DEVELOPMENT ADMINISTRATION University Centers locating and or financing equipment
- ECONOMIC DEVELOPMENT ADMINISTRATION Community Economic Adjustment Programs – Exposure to communities recovering
- and working to diversify community offerings & image (NEV Solutions)
- MICHIGAN ECONOMIC DEVELOPMENT CORP Capital Funding Program
- TANK, AUTOMOTIVE RESEARCH, DEVELOPMENT AND ENGINEERING CENTER – Explore process to expose quoting for defense work
- INTERNATIONAL TRADE ADMINISTRATION – Make aware future summits to sit one on one with trade professionals to gain access to markets
- NATIONAL INSTITUTE OF STANDARDS – Utilize two MANUFACTURING EXTENSION PARTNERSHIP centers to reduce cost on suspension part to stop off shore effort by GM

Current Status:

- SMALL BUSINESS ADMINISTRATION (SBA) – Provided two financial lending firms – No finance was rendered / company could not secure lending for new business order – lost business
- DEPARTMENT OF ENERGY – Currently policy is being negotiated on behalf of the Vogel at the Legislative level (Debbie Stabenow). Funding for future development could be available from the DEPARTMENT OF ENERGY after policy is worked around or modified.
- PROCUREMENT TECHNICAL ASSISTANCE CENTER Registration – Completed
- DEFENSE CONTRACT COORDINATION CENTER Registration – Completing
- KEEP MICHIGAN WORKING Grant- Already secured grant through Alternative Energy in August of 09. Company must decide which agency will provide services
- ECONOMIC DEVELOPMENT ADMINISTRATION University Centers – No assistance available
- ECONOMIC DEVELOPMENT ADMINISTRATION Community Economic Adjustment Programs – Not the correct agency
- MICHIGAN ECONOMIC DEVELOPMENT CORP – Set up call between Paul Brown and Rich Pirrotta to investigate access to capital.
- Working to have Vogel part of the International Auto Show to display their vehicle.
- TANK, AUTOMOTIVE RESEARCH, DEVELOPMENT AND ENGINEERING CENTER – UPDATE: Corey Clothier & Rich Pirrotta discussing competencies and have tour scheduled at Vogel.
- INTERNATIONAL TRADE ADMINISTRATION – Made recent INTERNATIONAL TRADE ADMINISTRATION events available to Vogel – Company did not attend

# CommerceConnect – Pilot Launch Plymouth, Michigan

## **Precision Machining Supplier**

cont'd

- NATIONAL INSTITUTE OF STANDARDS – Networked with Missouri Enterprise, Vogel was too late to respond. Will continue to identify other parts to work with MANUFACTURING EXTENSION PARTNERSHIP centers.
- MICHIGAN MANUFACTURING TECHNOLOGY CENTER – Planning an alternative materials workshop with local Michigan suppliers to brainstorm growth potentials and network to create jobs
- Through matchmaking, Vogel is now engaged with Disney Corp, Orlando promoting the NEV.
- US DEPARTMENT OF AGRICULTURE – Working through Lansing, MI office exploring funding sources to further develop solutions to alternative materials & neighborhood electric vehicle.

## **Electrical Wiring Systems Manufacturer**

**Referred By: Michigan Manufacturing Technology Center**

Follow-Up between client and agency/program:

- Initial site visit/interview
- Follow up visit to discuss opportunities identified
- Investigate R&D Tax Credits
- Research SMALL BUSINESS INNOVATION RESEARCH grant for Medical division
- Financing for real estate, receivables, working capital, equipment purchase

Current Status:

- Investigate R&D Tax Credits – no government program located that can help. Forwarded
- names of tax consulting firms that research R&D Tax Credits
- Research SMALL BUSINESS INNOVATION RESEARCH grant for Medical division - Sandra Cochrane from SMALL BUSINESS AND TECHNOLOGY DEVELOPMENT CENTER to meet with \_\_\_\_\_ company to discuss SMALL BUSINESS INNOVATION RESEARCH opportunities
- Financing for real estate, receivables, working capital, equipment purchase – obtained financing for receivables. Real estate refinancing not available. Company chose not to pursue SMALL BUSINESS ADMINISTRATION (SBA) loan guarantees for working capital and equipment purchases.

## **Steel-Structural Manufacturer**

**Referred By: Michigan Manufacturing Technology Center**

Follow-Up between client and agency/program:

- MICHIGAN MINORITY BUSINESS ENTERPRISE CENTER (MBEC)
- SMALL BUSINESS ADMINISTRATION (SBA) – MICHIGAN MINORITY BUSINESS ENTERPRISE CENTER (MBEC) assisting with 8a certification
- HUB-Zone Certification – MICHIGAN MINORITY BUSINESS ENTERPRISE CENTER (MBEC) assisting
- US Export Assistance Center (USEAC) – On hold, determined this is a long-term goal.

Current Status:

- Client needs interns to assist with paperwork and research requirements to participate in service referrals.
- Provided a list of internship opportunities.

# CommerceConnect – Pilot Launch Plymouth, Michigan

## Injection Molding; Light Assembly

**Referred By: Michigan Manufacturing Technology Center**

Follow-Up between client and agency/program:

- SMALL BUSINESS ADMINISTRATION (SBA)- funding opportunities
- DEPARTMENT OF DEFENSE- diversification
- MINORITY BUSINESS DEVELOPMENT AGENCY- opportunities for minority owned businesses
- DEPARTMENT OF LABOR- funding for cross training employees.
- MICHIGAN MANUFACTURING TECHNOLOGY CENTER- market diversification

Current Status:

- SMALL BUSINESS ADMINISTRATION (SBA) - provided a list of banks that were lending for things such as working capital (status unknown on this right now). The company has been working with one of the banks, but status is unknown at this time.
- DEPARTMENT OF DEFENSE- provided information on PROCUREMENT TECHNICAL ASSISTANCE CENTER and DEFENSE CONTRACT COORDINATION CENTER registry process with contact names/numbers at local PROCUREMENT TECHNICAL ASSISTANCE CENTER office. To date, the company has been registered as a PROCUREMENT TECHNICAL ASSISTANCE CENTER client, will be taking the training class on 12/10, and has requested to be on the DEFENSE CONTRACT COORDINATION CENTER registry.
- MICHIGAN MINORITY BUSINESS ENTERPRISE CENTER (MBEC)- connected the company with the MICHIGAN MINORITY BUSINESS ENTERPRISE CENTER (MBEC)office to discuss reasons for maintaining their minority status and benefits of being classified as a minority business. To date, company is trying to coordinate a meeting date with the MMINORITY BUSINESS ENTERPRISE CENTER.
- DEPARTMENT OF LABOR- To date, unable to identify any program/service/funding that would aid the employer in cross-training employees.
- MICHIGAN MANUFACTURING TECHNOLOGY CENTER- recommended the MICHIGAN MANUFACTURING TECHNOLOGY CENTER Benchmarking program to the company; they are looking into this.

## Manufacturer of Cutting Edge Medical Accessories

**Referred By: Michigan Manufacturing Technology Center**

Follow-Up between client and agency/program:

- ECONOMIC DEVELOPMENT ADMINISTRATION – University Center Lab. Need five axis router machining center.
- SMALL BUSINESS AND TECHNOLOGY DEVELOPMENT CENTER – Funding for R&D. Pursuing research grant.
- INTERNATIONAL TRADE ADMINISTRATION – US EXPORT ASSISTANCE CENTER to increase distributors for exports. Objective is to get distributors in China.
- US PATENT AND TRADEMARK OFFICE – Inventors Assistance and Stop Fakes web sites for current and future developments.
- Grants.gov website - Client requested for information on all government grants.

Current Status:

- This client had been on hold since the initial visit due to the sponsors overseas travel
- Visit is scheduled for Thursday December 10 at 1pm to present the project plan.

# CommerceConnect – Pilot Launch Plymouth, Michigan

## **Beverage & Material Handling Equipment Builder & Supplier** **Referred By: Michigan Manufacturing Technology Center**

### Follow-Up between client and agency/program:

- Technology Services – Investigate Equipment Innovation processes, and Alternative Metals
- Environmental Protection Agency - Product contributes to the reduction of emissions for beverage delivery routes (demonstrated 40% reduction in route cycle time)
- R&D Tax Credit – Investigate if Green efforts fall within this category
- Market Diversification, Keep Michigan Working, & Match Making in Michigan - They have pursued suppliers in Michigan to develop jobs, reduce the cost of their products and have technology to share to help other companies keep their sourcing in the state
- Tax Credit - They have sourced and are continuing to source components locally. They want to know if there are any perks to doing this verses pursuing low cost country solutions like most others.
- Defense Applications - Their products are applicable to Navy vessels, aircraft movement, and International Traffic and Arms Regulations installations which refurbish International Traffic and Arms Regulations equipment.
- Export Expansion – Leverage UK Distribution Channel
- SMALL BUSINESS AND TECHNOLOGY DEVELOPMENT CENTER- Small Business Innovation Research Grant for the Cool Lift Product (40% reduction in diesel truck routes for beverage delivery)

### Current Status:

- Technology Services – Introduced NATIONAL INSTITUTE OF STANDARDS (Technology Innovation Program) to Magline to pursue.
- Environmental Protection Agency – Investigating sources of grant funding for future development
- R&D Tax Credit – Introduced R&D Tax Credit data to Magline. No agency required
- Market Diversification (Keep Michigan Working Grant) – Contact with MICHIGAN MANUFACTURING TECHNOLOGY CENTER (Saginaw Valley State University) Process through MICHIGAN MANUFACTURING TECHNOLOGY CENTER
- Tax Credits – Have not investigated local or state tax incentives.
- Defense Applications – Currently registering with PROCUREMENT TECHNICAL ASSISTANCE CENTER and DEFENSE CONTRACT COORDINATION CENTER Registry
- Export Expansion – US EXPORT ASSISTANCE CENTER –Ruth Mayo is now working with Magline.
- Expotech – Will participate in upcoming Michigan Expotech Workshop
- SMALL BUSINESS AND TECHNOLOGY DEVELOPMENT CENTER – Investigating through Grand Rapids office

# CommerceConnect – Pilot Launch Plymouth, Michigan

## Metal Fabrication & Machining

Referred By: Michigan Manufacturing Technology Center

Follow-Up between client and agency/program:

- SMALL BUSINESS ADMINISTRATION (SBA)- funding opportunities
- ECONOMIC DEVELOPMENT ADMINISTRATION/University Centers- to assist with software translation issues.
- MICHIGAN DEPARTMENT OF TRANSPORTATION- access/information on contract and bidding process
- DEPARTMENT OF LABOR- funding for cross training employees.
- MICHIGAN MANUFACTURING TECHNOLOGY CENTER- diversification

Current Status:

- ECONOMIC DEVELOPMENT ADMINISTRATION/University Centers turned over the company to U of M's Business Engagement Center (BEC); the BEC contacted the company to discuss their software translation issue for prototype specs received from different customers. Per the company, they owe a return phone call to this contact.
- MICHIGAN DEPARTMENT OF TRANSPORTATION- no success with contact at this agency; however, information was obtained from the web regarding MICHIGAN DEPARTMENT OF TRANSPORTATION's bidding process, etc. and was provided to the company.
- DEPARTMENT OF LABOR- To date, unable to identify any program/service/funding that would aid the employer in cross-training employees.
- SMALL BUSINESS ADMINISTRATION (SBA)- provided a list of banks that were lending for things such as working capital (status unknown on this right now).
- MICHIGAN MANUFACTURING TECHNOLOGY CENTER- Engaged Market Diversification Program

## Developer of Production Cell Software

Referred By: Walk-In

Follow-Up between client and agency/program:

- Ohio MANUFACTURING EXTENSION PARTNERSHIP/Magnet- new product development program
- MICHIGAN MANUFACTURING TECHNOLOGY CENTER- market diversification
- 

Current Status:

- MANUFACTURING EXTENSION PARTNERSHIP/Magnet- contacted Magnet and discussed how program might assist the company and provided information about the company/product and connected them directly with the company.
- MICHIGAN MANUFACTURING TECHNOLOGY CENTER- connected company with an MICHIGAN MANUFACTURING TECHNOLOGY CENTER Market Diversification resource.

# CommerceConnect – Pilot Launch Plymouth, Michigan

## Metal Fabrication & Stamping

Referred By: MICHIGAN MANUFACTURING TECHNOLOGY CENTER

Follow-Up between client and agency/program:

- Export-Import Bank- locate funding to procure a piece of equipment located overseas that would bring new technology to the US to manufacture light weight/energy efficient vehicles and other parts
- SMALL BUSINESS ADMINISTRATION (SBA)- funding opportunities
- INTERNATIONAL TRADE ADMINISTRATION- assistance with INTERNATIONAL TRAFFIC AND ARMS REGULATIONS
- DEPARTMENT OF LABOR- funding for cross training employees.
- DEPARTMENT OF DEFENSE- diversification

Current Status:

- Export-Import Bank- was unable to assist company with funding to purchase piece of equipment overseas; however, they suggested trying the Export-Import Bank in that country for assistance. This information was passed on to the company.
- SMALL BUSINESS ADMINISTRATION (SBA)/SMALL BUSINESS AND TECHNOLOGY DEVELOPMENT CENTER was unable to assist with funding because the company did not fit their criteria for the SMALL BUSINESS INNOVATION RESEARCH program; however, we are looking into the SMALL BUSINESS INNOVATION RESEARCH at the federal level .
- SMALL BUSINESS ADMINISTRATION (SBA)- provided a list of banks that were lending for things such as working capital (status unknown on this right now).
- INTERNATIONAL TRADE ADMINISTRATION- received information and contacts that can explain INTERNATIONAL TRAFFIC AND ARMS REGULATIONS and the certification process.
- DEPARTMENT OF DEFENSE- provided information on PROCUREMENT TECHNICAL ASSISTANCE CENTER and DEFENSE CONTRACT COORDINATION CENTER registry process with contact names/numbers at local PROCUREMENT TECHNICAL ASSISTANCE CENTER office.
- DEPARTMENT OF ENERGY- Contacted to find out about grant programs to support R&D and the purchase equipment from overseas.

## Gear Motor Manufacture

Referred By/Program: Call-In Inquiry

Follow-Up between client and agency/program:

- MICHIGAN ECONOMIC DEVELOPMENT CORP: Funding Assistance to relocate business to Eaton Rapids, Michigan from Mexico
- EXPORT-IMPORT BANK: Funding through Export Bank to reorganize business and relocate from Mexico to Eaton Rapids, MI

Current Status:

- MICHIGAN ECONOMIC DEVELOPMENT CORP – No available assistance
- EXPORT-IMPORT BANK – Sales decline and poor operating performance hindered ability to be approved
- Hennessey Capital – Client did not pursue due to poor condition of credit and performance



# CommerceConnect – Pilot Launch Plymouth, Michigan

## Equipment Manufacturer

Referred By: Michigan Manufacturing Technology Center

Follow-Up between client and agency/program:

- Initial site visit/interview
- Follow up visit to discuss opportunities identified
- Women-Owned Business Certification – sent link to company for registration
- MICHIGAN MANUFACTURING TECHNOLOGY CENTER Cost Reduction – currently engaged
- MICHIGAN MANUFACTURING TECHNOLOGY CENTER Market Diversification – currently engaged
- US EXPORT ASSISTANCE CENTER Export Assistance – contacted Ruth Mayo Pontiac US EXPORT ASSISTANCE CENTER
- PROCUREMENT TECHNICAL ASSISTANCE CENTER/DEFENSE CONTRACT COORDINATION CENTER Registration – sent link to company for registration

Current Status:

- Women-Owned Business Certification – company will register
- MICHIGAN MANUFACTURING TECHNOLOGY CENTER Cost Reduction – in process with MICHIGAN MANUFACTURING TECHNOLOGY CENTER
- MICHIGAN MANUFACTURING TECHNOLOGY CENTER Market Diversification – in process with MICHIGAN MANUFACTURING TECHNOLOGY CENTER
- US EXPORT ASSISTANCE CENTER Export Assistance – Pontiac US EXPORT ASSISTANCE CENTER to call company
- PROCUREMENT TECHNICAL ASSISTANCE CENTER/DEFENSE CONTRACT COORDINATION CENTER Registration – Registered with PROCUREMENT TECHNICAL ASSISTANCE CENTER, awaiting call back

## Vehicle Cleaning Services

Referred By: Call-In

Follow-Up between client and agency/program:

- SMALL BUSINESS ADMINISTRATION (SBA) – New business and client needs working capital to expand

Current Status:

- SMALL BUSINESS ADMINISTRATION (SBA) – Referred business to the SMALL BUSINESS ADMINISTRATION (SBA), Vehicle Services Group chose not to work with the SMALL BUSINESS ADMINISTRATION (SBA). Client was referred to Huntington Bank as introduced to by the SMALL BUSINESS ADMINISTRATION (SBA).

# CommerceConnect – Pilot Launch

## Plymouth, Michigan

**Medium Volume Custom Sewing & Injection Molding**  
**Referred By: Michigan Manufacturing Technology Center**

Follow-Up between client and agency/program:

- TRADE ADJUSTMENT ASSISTANCE CENTER – Investigating funding due to loss of business (foreign trade). Discussing gaps to additional revenue.
- Keep Michigan Working Grant– Expected growth to double revenue in 2010. Will need employee training
- TANK, AUTOMOTIVE RESEARCH, DEVELOPMENT AND ENGINEERING CENTER – Willing to participate in engagement to pursue defense work
- PROCUREMENT TECHNICAL ASSISTANCE CENTER/DEFENSE CONTRACT COORDINATION CENTER – Gaining access to quote Department of Defense
- SMALL BUSINESS INNOVATION RESEARCH – Company is pursuing corn based plastics for products
- Minority Business – Investigate any applicable sources of sales through the Minority Business Development Agency
- INTERNATIONAL TRADE ADMINISTRATION – Possible need to ensure international trade process is working well for company

Current Status:

- TRADE ADJUSTMENT ASSISTANCE CENTER – Scott Jacobs, Great Lakes TRADE ADJUSTMENT ASSISTANCE CENTER is pursuing with company. Target is support to engage defense industry through sales support.
- Keep Michigan Working Grant– Company is now a pass through company, completing KEEP MICHIGAN WORKING Survey and is prepared should new business come to fruition
- TANK, AUTOMOTIVE RESEARCH, DEVELOPMENT AND ENGINEERING CENTER – No Progress (Currently understanding how TANK, AUTOMOTIVE RESEARCH, DEVELOPMENT AND ENGINEERING CENTER and contracting works)
- PROCUREMENT TECHNICAL ASSISTANCE CENTER/DEFENSE CONTRACT COORDINATION CENTER – Completing DEFENSE CONTRACT COORDINATION CENTER Registry
- SMALL BUSINESS INNOVATION RESEARCH – Turned over to the MI-SMALL BUSINESS AND TECHNOLOGY DEVELOPMENT CENTER – Technology office. Company is currently trying to qualify.
- Minority Business – MINORITY BUSINESS ENTERPRISE CENTER has engaged company. Focus is to earn business contracts to employ additional people
- INTERNATIONAL TRADE ADMINISTRATION – Have not discussed with INTERNATIONAL TRADE ADMINISTRATION or US EXPORT ASSISTANCE CENTER to date

# CommerceConnect – Pilot Launch Plymouth, Michigan

## Conveyor Manufacturing

**Referred By: Minority Business Development Agency:**

Follow-Up between client and agency/program:

- Initial site visit/interview
- US EXPORT ASSISTANCE CENTER Export Assistance – contacted Ruth Mayo Pontiac US EXPORT ASSISTANCE CENTER
- Minority-Owned Business Certification – company will contact local MINORITY BUSINESS ENTERPRISE CENTER to start process
- MICHIGAN MANUFACTURING TECHNOLOGY CENTER Market Diversification – discuss with MICHIGAN MANUFACTURING TECHNOLOGY CENTER sales rep

Current Status:

- US EXPORT ASSISTANCE CENTER Export Assistance – Pontiac US EXPORT ASSISTANCE CENTER to call company
- Minority-Owned Business Certification – company will contact local MINORITY BUSINESS ENTERPRISE CENTER to start process
- MICHIGAN MANUFACTURING TECHNOLOGY CENTER Market Diversification – MICHIGAN MANUFACTURING TECHNOLOGY CENTER sales rep to contact company

## Defense, Aerospace, Alternative Energy, Industrial Machining Center

**Referred By: Washington DC government contact**

Follow-Up between client and agency/program:

- MICHIGAN ECONOMIC DEVELOPMENT CORP: Capital Funding Program- Access to capital for growth of business and creating jobs
- US EXPORT ASSISTANCE CENTER - Export preparation and analysis with exposure to foreign markets
- Exposure to Navy, Marine, Army, Air Force, Coast Guard (TANK, AUTOMOTIVE RESEARCH, DEVELOPMENT AND ENGINEERING CENTER)
- KEEP MICHIGAN WORKING Grant

Current Status

- MICHIGAN ECONOMIC DEVELOPMENT CORP – introduced the company to Paul Brown at MICHIGAN ECONOMIC DEVELOPMENT CORP – Open Issue
- Doug Devereaux: Consulted with Doug at NATIONAL INSTITUTE OF STANDARDS and requested that we follow this company through financing and learn the pitfalls and potential over-rides to obtaining financing.
- US EXPORT ASSISTANCE CENTER – Making contact with the US EXPORT ASSISTANCE CENTER team (Richard Corson)
- TANK, AUTOMOTIVE RESEARCH, DEVELOPMENT AND ENGINEERING CENTER - No Progress (Currently understanding how TANK, AUTOMOTIVE RESEARCH, DEVELOPMENT AND ENGINEERING CENTER and contracting works)
- KEEP MICHIGAN WORKING Grant – Company already has KEEP MICHIGAN WORKING Grant and is pursuing services through Michigan MANUFACTURING EXTENSION PARTNERSHIP

# CommerceConnect – Pilot Launch Plymouth, Michigan

## **Mid to High Volume Precision Machining**

**Referred By: Michigan Manufacturing Technology Center**

Follow-Up between client and agency/program:

- US Export Assistance Center (US EXPORT ASSISTANCE CENTER): Attended OE Automotive Supplier seminar with one to one meetings with experts
- Client submitted application, and participated in the CAR Mission to Turin hosted by the US Commercial Service
- Referred event for half day interactive seminar series called Exports Live! In Detroit, on December 11.
- ECONOMIC DEVELOPMENT ADMINISTRATION – Trade Adjustment Assistance Center (funding to develop strategic marketing plan). Provided information via email.
- MICHIGAN MANUFACTURING TECHNOLOGY CENTER – Lean manufacturing and performance benchmarking.

Current Status:

- Client just returning from trade mission. Follow up meeting for next week to present project plan and additional information.

## **Conveyor Manufacturing**

**Referred By: Minority Business Development Agency:**

Follow-Up between client and agency/program:

- Initial site visit/interview
- US EXPORT ASSISTANCE CENTER Export Assistance – contacted Ruth Mayo Pontiac US EXPORT ASSISTANCE CENTER
- Minority-Owned Business Certification – company will contact local MINORITY BUSINESS ENTERPRISE CENTER to start process
- MICHIGAN MANUFACTURING TECHNOLOGY CENTER Market Diversification – discuss with MICHIGAN MANUFACTURING TECHNOLOGY CENTER sales rep

Current Status:

- US EXPORT ASSISTANCE CENTER Export Assistance – Pontiac US EXPORT ASSISTANCE CENTER to call company
- Minority-Owned Business Certification – company will contact local MINORITY BUSINESS ENTERPRISE CENTER to start process
- MICHIGAN MANUFACTURING TECHNOLOGY CENTER Market Diversification – MICHIGAN MANUFACTURING TECHNOLOGY CENTER sales rep to contact company

# CommerceConnect – Pilot Launch Plymouth, Michigan

## **Machine Tool Manufacturer**

**Referred By: Michigan Minority Business Enterprise Center**

Follow-Up between client and agency/program:

- Initial meeting took place on 12/9.

Current Status:

- Sent a thank you email that included information on the Export Live seminar being held on 12/11, and information on PROCUREMENT TECHNICAL ASSISTANCE CENTER/DEFENSE CONTRACT COORDINATION CENTER
- Prepared A3 and Project Plan; in process of setting up follow-up meeting for 2<sup>nd</sup> week in January.

## **Manufacturing of Standard & Custom Scissor Lift Table Systems**

**Referred By: Deputy Secretary Hightower Roundtable**

Follow-Up between client and agency/program:

- First introduction meeting held December 9 , 2009

Current Status:

- Identified DOC resources for client. Developing project proposal and will schedule follow up visit.
- Will contact EDA TRADE ADJUSTMENT ASSISTANCE CENTER, US PATENT AND TRADEMARK OFFICE, AND INTERNATIONAL TRADE ADMINISTRATION for potential DOC resources that could assist the client.