

Manufacturers Diversification Process: What it Means to You

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Crisis Creates Opportunity

- Suppliers to automakers, furniture makers and other industries losing business
- Michigan has lost 400,000+ manufacturing jobs since 2002
- Hundreds of Michigan manufacturers have equipment and talent to supply *growing* industries
- > 2,500 Michigan manufacturers like you identified



MEDC's Diversification Goals

- >400 companies undergo complete diversification analysis by industry experts
- Help >30 manufacturing firms achieve AS 9100 and NADCAP (aeronautics) or ISO 13485 (medical device) certification
- Efforts assist in attracting at least \$250 million in new contracts for Michigan manufacturers in the four diversification industries:

Aerospace

Defense

Medical Devices

Wind

MEDC Service Providers You Will Hear From Today

- NextEnergy (Wind) 
- Defense Contract Coordination Center (DC3) and Michigan Procurement & Technical Assistance Centers (Defense) 
- Michigan Aerospace Manufacturers Association (Aerospace) 
- CJPS Enterprises (Medical Devices) 
- SBTDC (Goal Setting and Financial Planning) 
- Michigan Manufacturing Tech Center (Certification & Preparation) 

Other Diversification Training Resources

- University of Michigan Surviving to Thriving
- Michigan Works and Community Colleges:
 - Assistance with hiring: posting, screening & recruiting
 - Job task analysis if needed
 - Development of a training plan
 - Delivery on site or at another location of technical or certification training
 - Funds for training new hires and incumbent workers



Financial Support Available



- MEDC has committed \$4 million of Economic Development Job Training Grants for this effort
- Up to \$10,000 guaranteed to every company that:
 - attends diversification event; and
 - completes detailed capacity survey; and
 - manufactures products in Michigan; and
 - is deemed a good candidate for diversification by industry experts
- Support still available for companies that may not match with industry quite yet

How Can Training Funds Be Used?

• For training services provided by industry experts per a “menu of services”, including:

- quality certification assistance
- sales and marketing resources
- web development
- market studies



- The experts will work with companies to structure a training plan from the menu of services
- The company will match funds in 1:1 ratio
- The funds and company match will be applied to the training plan—MMTC acts as the grant administrator

Manufacturing Capacity Database

- Supports supply chain objectives
- Populate with >400 manufacturers
- Market nationally and internationally
- Providing matchmaking opportunities between your companies and OEMs



What to Expect Post Summit

- E-mail within two weeks of today's summit



Dear Michigan Manufacturer:

Thank you for attending the recent Manufacturing Diversification Summit held on June 17, 2009 in Midland County. We have obtained your e-mail address and other information from the registration database of that event for the purpose of offering your company the opportunity to apply for \$10,000 in training, certification, or other services related to manufacturing diversification. As Summit personnel advised, to be eligible for this diversification assistance, your company must 1) complete the survey linked below, 2) manufacture products in Michigan, 3) be deemed a good candidate for diversification by one of our industry experts, and 4) provide a dollar-for-dollar match.

When you, or one of your company colleagues, clicks on your personalized survey link below and completes the survey, a Business Development Manager from the Michigan Economic Development Corporation (MEDC) will immediately be notified and assigned to assess your responses, follow up with you if necessary, and, if appropriate, forward the information you provided to an industry expert who will then review your application and schedule a visit to your site to determine next steps and make recommendations.

Additionally, your survey responses will be populated to a new MEDC Supplier Diversification database, which will be used to provide OEMs with supplier candidates able to meet their specific product and service needs. By clicking on your personalized survey link below, you indicate voluntary willingness to have your survey responses listed in the new Supplier Diversification database.

Prior to clicking on the survey link, you may want to visit our website at <http://www.michiganadvantage.org/diversification>. This site contains an overview of our initiative, as well as a preparation document that will help you pull together information to complete the survey in a timely manner.

It is recommended that you open this survey using Internet Explorer; it has not been tested with other web browsers. The survey looks best when your computer's display properties are set to 1280 by 1024 pixels. Please click the link below to begin the survey.

<http://survey.michigan.org/se.ashx?s=5B1746874DF9C5C208CBC7BDB893DE6D0C>

If you have any questions about this survey, or how the data you supply will be used, please contact our Customer Service Staff at 888.522.0103 or MEDCServices@michigan.org.

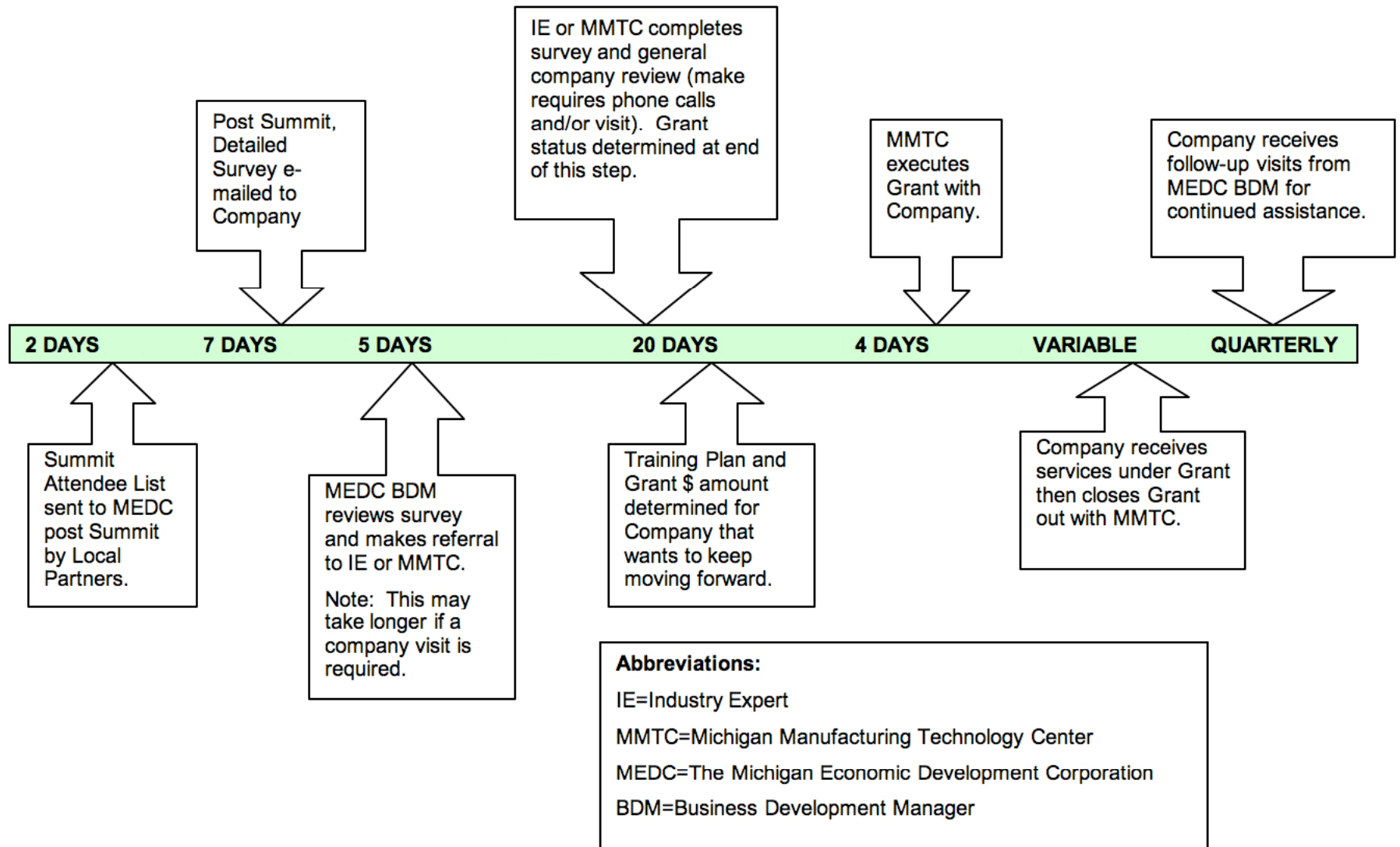
Sincerely,

A handwritten signature in black ink that reads 'Jennifer Owens'.

Jennifer Owens
Director, Michigan Retention and Growth
Michigan Economic Development Corporation

Timelines Associated with MEDC Diversification Initiative Steps Post Summit

****Note:** Days indicated are working days associated with each related step.



Your Next Move

- Collect information you need to quickly complete as stated in the survey checklist
- Log on to database through link on your email
- Allow **at least** one hour to complete
- One questionnaire completed per company
- Highly competitive process
 - About 25 percent of companies that attend events are expected to be funded
- Within two weeks, industry expert and MEDC staff member will contact you to arrange next steps



Resources to Help You



- www.michiganadvantage.org/diversification
 - More detail on grants/related process
 - Survey one pager
 - FAQs
 - Industry detail/bios of experts
 - Menu of Services
- diversification@michigan.org
- MEDC Business Development Managers
- Local Economic Development Partners