

TACOM, MCC Welcome Idea of 'Arsenal of Innovation'

A regional collaborative focused on supporting and enhancing the local defense industry is rolling out a new website and marketing materials, including a video, showcasing Southeast Michigan's unique attributes as the "Arsenal of Innovation."

The group, which is composed of representatives spanning business, industry, government, military and education, and the materials are a result of an initiative led by Macomb Community College and funded by a \$428,000 grant from the New Economy Initiative for Southeast Michigan.

"Our goal was to connect Southeast Michigan's vibrant defense community in a meaningful way to leverage our existing assets and resources while building strategic partnerships that will not only sustain but take our regional defense sector to a new level," said James O. Sawyer, vice president and provost, Macomb Community College.

Sawyer chaired the Southeast Michigan Defense Industry Strategy Taskforce, which was initially convened by Macomb College in April 2011.

The taskforce focused on identifying, prioritizing and developing strategies to sustain and enhance the regional defense industry, with the marketing materials an outgrowth of these activities.

The materials present an updated version of the region's WWII "Arsenal of Democracy" designation, highlighting the characteristics that today distinguish the region as the Arsenal of Innovation, including:

- Largest pool of engineers and technology professionals in the U.S.;
- Leadership in robotics, expertise in modeling and simulation engineering;
- State-of-the-art Ground Systems Power & Energy Lab at TACOM;
- Network of more than 500 defense contractors and suppliers.

The marketing materials will be

available on the group's new website, www.SoutheastMichiganDefense.com.

The Southeast Michigan Defense Industry Strategy Taskforce also developed a number of regional activities, including hosting three forums:

- Defense Sector Human Capital Forum, June 30, 2011, which convened industry leaders and educational/workforce development partners to discuss workforce development initiatives across the region;
- Defense Expo Forum, May 16, 2012, as part of the National Defense Industrial Association Expo, which brought together local businesses with government contracting officials to discuss opportunities with the Department of Defense;
- Seeing 2020: Ensuring

Skills Preparedness in the Southeast Michigan Defense Sector, June 5, 2012, a conference for defense industry human resource directors covering a variety of topics related to addressing workforce needs.

"Macomb has done the region a great service by gathering the region's key defense industry leaders and experts to develop strategy and share ideas that benefit everyone involved," said Eric Emerton, spokesperson for U.S. Army TACOM Life Cycle Management Command.

While the grant provided by the New Economy Initiative concluded at the end of August, the taskforce will continue convening through Michigan Economic Development Corporation's Michigan Defense Center, located in Sterling Heights. "We are thankful to Macomb

Community College for creating this taskforce and assembling the right partners over the past year to help position the region for great momentum in the defense sector," said Ron Moffett, Michigan Defense Center.

"Despite some current challenges in the defense sector, there are still some great opportunities to leverage for Southeast Michigan, and our staff is excited at the opportunity to build that momentum, soliciting the necessary input to expand this group and its mission well into the future."

Ford Motor Co. and Its Dealer Body Host 'Drive 4UR Community' Event

DEARBORN – Ford Motor Co. and its dealers have launched a new program called Drive 4 UR Community, which is designed to help raise much needed funding for local community groups and non-profit organizations.

Drive 4 UR Community is very similar in concept to Ford's successful Drive 4 UR School initiative, which has raised more than \$12 million for local schools since its inception in 2007.

For each Drive 4 UR Community event, Ford dealers will team up with a local non-profit organization to arrange a test-drive fund-raising event. The dealers will provide cars to be test-dri-

ven and work together with the non-profit groups to organize and publicize the events ahead of time.

Ford of Canada launched the Drive One 4 UR Community program in 2010 and has raised more than \$750,000 to date for nonprofit organizations in that region. A Ford official called it a win-win for Ford and charities.

Foreign Supplier To Plead Guilty

DETROIT (AP) The federal government says a Japanese company has agreed to plead guilty in Detroit and pay a \$1 million fine in a price-fixing investigation involving auto parts.

The Justice Department said Tuesday that Nippon Seiki Co. Ltd. of Nagoka, Japan, conspired with other companies to fix prices of instrument panel clusters over a two-year period. The name of the company's attorney in the criminal case was not immediately known.

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