



Your report for Tuesday, February 22, 2005

[Ann Arbor firm's computers to help test Boeing jet engines](#)

[New auto supply chain software from Northville](#)

[World's dendrimer researchers coming to CMU](#)

[Study shows New Economy firms need money, but like Michigan](#)



Three Rivers Web firm expands coverage: Three Rivers-based Rural Communications Inc. said it had added areas south and west of Three Rivers to its service area. The new area includes the communities of Mottville, Constantine, and southwest Fabius Township, which includes hundreds of homes ringing five lakes -- Corey Lake, Harwood Lake, Clear Lake, Long Lake and Pleasant Lake. (Lovely areas, those, by the way -- your humble narrator once rented a cottage on Harwood Lake and loved it.) Residents of the area were able to sign up for Rural Communications' high-speed Internet and local phone service starting Monday. The areas are part of a plan by Rural Communications encompassing all of St. Joseph County, backed by a \$1.995 million loan to Rural Communications from the federal Department of Agriculture's Rural Development initiative. "We are very proud to be able to provide High Speed Internet in remote areas where companies like Charter, Comcast and Verizon are not willing to go," Rural Communications CEO Jerry Ludwick said. "It is very rewarding to be able to offer services that are very affordable to these residents and businesses of our community. Typically when you are the only provider of service in an area you charge more. We are keeping our pricing the same across the entire county." More at www.ruralcommunications.net/.

INDUSTRY

NuSoft sets events on SharePoint, more

Bloomfield Hills-based NuSoft Solutions Inc. plans a number of events around Microsoft Corp.'s SharePoint Technology.

First, there are technology-industry events coming in Grand Rapids, Southfield and Columbus, Ohio.

Then there's a SharePoint event targeted at the legal industry March 22.

SharePoint is portal software that allows

Major client win for Applied

Dynamics: Ann Arbor-based Applied Dynamics International announced Monday that Birmingham, England-based Goodrich Engine Control Systems plc had placed an order for ADI's test systems. The systems will be used to support development and certification of digital engine controllers used on aircraft engines. The \$2.2 million contract covers three systems that include a realtime simulation computer used to test the engines to be used in the Boeing 7E7 program. Applied Dynamics said the deal could lead to more sales. More at www.adi.com or www.goodrich.com.

New software from Infor: Alpharetta, Ga.-based Infor Global Solutions, whose manufacturing supply chain

users to find, share and publish information easily. It also allows the easy deployment of an out-of-the-box portal site and then use technology to customize the portal.

SharePoint enables users to make the World Wide Web a narrower place by creating an Internet "start page" or "dashboard" that is populated with information most relevant to the company or individual involved -- stock lists, weather, sports, news about a company's clients, customers and suppliers, and information on other critical business metrics.

The events cover Microsoft's SharePoint Portal Server and Windows SharePoint Services products. Presenters will discuss lessons learned and see what does and doesn't work from industry experts and NuSoft clients that have successfully planned, deployed and customized SharePoint in organizations large and small.

The event will be held March 15 from 9 a.m. to noon at NuSoft's Grand Rapids office, the former Sagestone Consulting, at 618 Kenmoor Ave. S.E. in Grand Rapids; March 16 from 1:30 to 4 p.m. at Microsoft's Southfield office, 1000 Town Center, Suite 1930; and March 17 from 9 a.m. to noon at Microsoft's Columbus office at Polaris Center, 8800 Lyra Drive, Fourth Floor.

NuSoft is also planning another in its series of daylong .Net developer events in Columbus, called The Day of .Net. It will be held in Microsoft's Columbus office Friday, featuring demonstrations of the ins and outs of writing in .Net code. The event is sold out, as its predecessor did last month. NuSoft is considering adding more Day of .Net events; for more information, contact Jenny Russell of NuSoft at

software practice is based in Northville, Monday announced the release of SupplyWeb 9.0, the latest version of its supply chain management tool. The software allows trading partners to view, collaborate on and share key information, use exception based alerting for key or unexpected events, and track supplier metrics and performance. More than 20,000 auto suppliers now use SupplyWeb to manage their supply chains, reducing inventory and premium shipments, inventory stock-outs and quality problems. More at www.infor.com.

Farmington Hills firm gets storage, disaster recovery deal: Capricorn Diversified Systems Inc. said Monday it had been awarded a storage and disaster recovery project for Burns & Wilcox, a unit of Kaufman Financial Group. The deal continues a longtime project relationship between the two companies. Other projects include Novell migration and national support and deployment services for remote offices across the United States. Burns & Wilcox, also based in Farmington Hills, is a national specialty insurance wholesaler, underwriter and managing general agent, serving more than 30,000 agents through its network of 32 offices in 23 states. More at www.cds-access1.com or www.burnsandwilcox.com.

Another client win for New World: Troy-based New World Systems Inc. said Monday that its Aegis/MSP Public Safety software had been licensed by Roanoke County, Va.'s public safety department -- law enforcement, fire and rescue. The deal was valued at \$1.3 million and includes related services. New World will replace the county's outdated system with its integrated, multi-jurisdictional computer aided dispatch, law enforcement records management, fire records management, mobile computing and field reporting modules. The deal follows an evaluation that took more than a year. New World's software will

JRussell@nusoftsolutions.com.

Finally, NuSoft will demonstrate the 2005 version of Microsoft Visual Studio Tools for Office in the "VSTO 2005 Roadshow." The tools are a rich development environment to customize Microsoft Word and Excel 2003 document behaviors, allowing documents to run code built on the .Net framework. The event will take place in Grand Rapids April 5 and Detroit April 6. More at www.nusoftsolutions.com.

Note: Some sponsorships for this daily special section are still available. For information on this or other *Great Lakes IT Report* marketing matters, contact Dan Keelan at dkeelan@cbs.com or (248) 455-7252.

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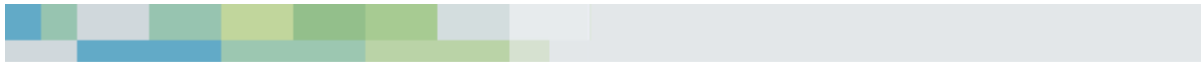
help 114 sworn officers, 29 communications personnel and 10 civilians enhance services to approximately 90,000 citizens in the county, and respond to 250,000 calls for service a year. More at www.newworldsystems.com.

OTS expands recruiting team, makes promotion: Grand Rapids-based Otterbase Technical Services Inc. said it had added Aaron Rambow as a technical recruiter in its Livonia office. Rambow will lead the construction management recruiting team for OTS in southeast Michigan. He graduated in 2000 from Michigan State University and spent the last year and a half as a purchasing agent with Centrex Homes in Southfield before joining OTS. Also, OTS announced that Jon Aratari has been promoted from senior technical recruiter to account manager. In his new role, Aratari will focus on maintaining current clients and developing new businesses in the northwest suburbs of Detroit. Before joining Aritari, he was with Core Technologies as an account manager selling e-commerce software. More at www.otsweb.com.

Deadline near to attend CMU dendrimer symposium: April 1 is the deadline for discounted registration for the fourth International Dendrimer Symposium May 18 to 21 at Central Michigan University in Mt. Pleasant. It's the first time the IDS event has ever been held in the United States, according to Brent Case, technology business development coordinator for CMU Research Corp., which is hosting the event with CMU. "This is a premiere event in the field of dendrimer nanotechnology," Case said. "It is drawing the top scientists, industry leaders and others who want to know the latest developments in this emerging field." Dendrimers are complex molecules whose structures resemble the roots of a tree. Their properties give them a wide variety of applications in electronics, apparel, the military, pharmaceuticals and other areas. Previous conventions were held in Frankfurt, Germany; Tokyo, Japan; and Berlin, Germany. IDS 4 will feature more than 80 speakers from more than a dozen countries. Nearly 100 poster displays by an international array of students and 20 exhibit booths will be displayed at the CMU Bovee University Center throughout the conference. Sponsors include Army Research Laboratories, Starpharma, Dendritic NanoTechnologies Inc., CMU, the CMU Research Corp., MichBio, the Michigan Economic Development Corp. and Small Times Media. CMU and Mt. Pleasant are the home of a planned \$4.5 million nanotech laboratory funded by grants from MEDC, the U.S. Department of Commerce and CMU.

Speaking of CMU small tech, the university announced Monday a breakthrough in nanocrystal research and could provide new industrial applications. Valeri Petkov, a faculty member in Central Michigan University's physics department and lead researcher in an experiment at Argonne and Brookhaven National Laboratories, used a novel experimentation technique to discover the atomic

structure of advanced materials like nanotubes made of vanadium pentoxide. The work is supported by a four-year, \$200,000 National Science Foundation grant. Crystalline vanadium pentoxide is a key industrial material used in optical switches, chemical sensors, catalysts and solid-state batteries. The material possesses an outstanding structural versatility and can be manufactured into nanotubes that have many useful properties and potential applications, said Petkov. The team's study, "Structure Beyond Bragg: Study of V₂O₅ Nanotubes," was published in the Feb. 25 Physical Review journal of The American Physical Society.



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Study shows New Economy companies need money, but like Michigan: Those who run Michigan's cutting-edge businesses call access to venture capital their single most pressing need. But despite the difficulty in obtaining capital, they're optimistic about their companies' futures and keeping an open mind about the state's ability to become a powerhouse in such new economy sectors as the life sciences. That's the result of a Survey of a New Economy Businesses in Michigan, to be unveiled Tuesday by Western Michigan University President Judith I. Bailey in an address to the Women's Economic Club of Detroit. The survey, completed early this year, was a joint effort of the WMU Research Foundation and EPIC-MRA, a Lansing-based marketing research firm. More than 1,100 company representatives took part in the survey, which was designed to gauge the companies' resources and growth plans, define the challenges they face, analyze their confidence in Michigan's ability to build a life sciences base, and examine how they view and use the state's universities as a resource. The industries represented were engineering, IT, consulting, life sciences, telecommunications, scientific services and manufacturing. The companies are small, with an average employee base of 58 and average 2004 sales of \$6.7 million.

Two out of three of the companies plan capital investments in the next five years, but four out of five businesses that are looking for money today find capital hard to find. The survey also found 40 percent of new economy businesses are engaged in research and development, with 90 percent of that work taking place in Michigan. The companies also view Michigan's universities as key resources, with more than half of such firms turning to universities for help with a variety of needs. A bit of bad news: most of the respondents aren't convinced that Michigan will become competitive in the life sciences, and they say providing startup funds is the most effective strategy for making Michigan a player in that sector, followed by more effective university research commercialization efforts. Most respondents also said universities were doing a good job of training their work force.

Novi firm gets business continuity partner: Novi-based BRT Solutions Inc., an EMC Documentum partner and integration firm, announced that it had been named a certified service provider by Trumbull, Conn.-based CYA Technologies Inc. The appropriately named CYA offers business continuity software for EMC and other systems. BRT had been a CYA referral partner. More at www.brti.com or www.cya.com.

SKJ hits 25: Madison Heights-based SKJ Technologies Inc. said Monday that it would observe its 25th anniversary this month. SKJ started in Mt. Clemens with the unlikely name St. Kilda Junction Corp., named after, of all things, a traffic circle in Australia. It was founded by IBM alumnus Kay Finley, with systems integration work from Volkswagen of America, Masco Corp., Chrysler Corp. and KMart Corp. The company in the 1980s added IBM minicomputer expertise, as well as

communications products, and PCs in the 1990s. It added early voice over Internet Protocol work and projects for K-12 schools in the late 1990s. The company moved to Madison Heights in 2001 and became an authorized distributor for Ameritech (now SBC). The company now has 35 employees and is now owned by Chuck Finley, who took over in the early 1990s, and his partner, Harold Lewis, who joined the company in 2001. More at www.skjcorporation.com/main.html.

Seminar reminder: Plymouth-based Morton Marketing Inc. will hold a free seminar on online marketing March 3. The event, called "Integrated Online Marketing Strategies," will focus on search engine marketing, Web development and marketing integration, and e-mail marketing. The event begins at 1 p.m. at the Embassy Suites Hotel in Livonia. For more information or to register, visit www.mortonmarketing.com/oms.htm.

Software developers hit the road: SRT Solutions said the principals of the Ann Arbor software development company, Bill Wagner, Dianne Marsh and Josh Holmes, have been busy giving presentations to regional and out-of-state IT associations. Wagner spoke at the February Kentucky .Net Developers Association meeting on C# programming. Marsh is to speak this afternoon at the Ann Arbor IT Zone on "Information Overload: Keeping Up to Stay Ahead." She's a Sun Java 2 certified programmer equally at home with .Net C# and C++. And Holmes, a specialist in mobile applications based on .Net, recently spoke to the Greater Lansing .Net User Group. More at www.srtsolutions.com.



The advertisement banner features a blue gradient background on the left with the text "» Business Demands IT Value... Compuware Delivers." in white. On the right, the word "COMPUWARE" is written in a bold, black, sans-serif font, with the website address "www.compuware.com" below it. To the right of the text is a circular logo composed of small, dark, interconnected shapes forming a ring.

UM venture capital group launches e-newsletter: The University of Michigan Ross School of Business' Center for Venture Capital and Private Equity Finance said Monday that it had created a new quarterly e-publication, *The Growth Capital Journal*. The publication will offer venture capital and private equity research and trends and information on Midwest VC deals. It will also offer progress reports on companies that have presented at past Michigan Growth Capital Symposium events, as well as news on the upcoming MGCS. In the inaugural issue, David J. Brophy, director of the center, discusses the recovery of the United States venture capital market and its impact on the Midwest. Additional articles in the first edition include "Impact of Pfizer Acquisition of Esperion Ripples Through Michigan Life Sciences Industry A Year Later," and "MBA Students Gain Real-World Insight in Private Equity Finance," as well as highlights from the private equity deals that occurred in the Midwest region from Aug. 29 to Jan. 29. More at www.michiganvc.com.

Grand Rapids IT firm names new HR manager: Grand Rapids-based ITS Communications Inc. Monday announced the promotion of Heather Losert to human resources manager. ITS has been without an official HR manager since 2001. Losert has been with ITS since 2001. ITS provides voice, data and Internet connectivity through a national network. More at www.itscommunications.com.

Anacon offers e-mail storage management Webinar: Remember that item last week about a Wall Street investment bank having to pay a \$2.1 million settlement over "disappeared" e-mails that were critical evidence in a lawsuit? Well, the folks at Brighton-based Anacon Inc. say they can help you avoid that. Anacon provides e-mail storage management products and services through EMC Legato Email Xtender. The products can improve system performance, cut overall storage costs, and reduce demands on IT to find and restore e-mail, all while giving users access to archived e-mail from anywhere on the network. The event will be held at 1 p.m. Eastern time March 10. E-mail

info@anacon.com for details.

Purdue showcase tech transfer in Kalamazoo: Technology from Purdue Research Foundation and entrepreneurs from Purdue Research Park will be spotlighted at the Southwest Michigan First's Kalamazoo Venture Tuesday monthly investment meeting on Tuesday, March 1, in Kalamazoo. The half-day event -- part of Southwest Michigan First's Investing in Innovation series -- will include a panel discussion entitled "Foundations as Limited Partners" in which representatives from the Purdue Research Foundation, the Kalamazoo Community Foundation, the W.K. Kellogg Foundation and TGap Venture Capital Fund address the criteria considered by foundations before making investments in venture funds and seed investments. The program also will include business plan presentations from three Indiana companies that are licensing Purdue University-patented technologies from Purdue Research Foundation: Andara Life Sciences Inc., Sonarmed Technologies Inc. and QuadraSpec Inc. This month, QuadraSpec was selected by the foundation to commercialize protein-diagnostics technology that uses a "bio CD" to analyze a drop of blood for more than 10,000 diseases in a short amount of time. The event, free and open to the public, runs from 9 a.m. to noon at the Southwest Michigan Innovation Center at 4717 Campus Drive in Kalamazoo. For more information, contact Gail Lindsey, Southwest Michigan First's director of equity investments, at glindsey@southwestmichiganfirst.com.

SBIR/STTR training in GR next month: Ann Arbor-based Biotechnology Business Consultants L.L.C. will offer intensive training sessions on how to prepare competitive Small Business Innovation Research and Small Business Technology Transfer Research proposals in Grand Rapids next month. The sessions will be held at the DeVos Center in Grand Valley State University's downtown Grand Rapids campus. The first day, from 9 a.m. to 4 p.m. March 22, will focus on proposal writing for both SBIRs and STTRs. It's \$25 for Michigan-based companies and \$300 for non-Michigan-based companies. The second day, March 23, from 9 a.m. to noon, will cover writing a commercialization plan as part of the grant writing process. It's \$50 for Michigan-based companies and \$300 for non-Michigan-based companies. To register, visit www.bioconsultants.com/traning_meet_schd.html or call (734) 930-9741.

ChevronTexaco, Hyundai launch hydrogen station in California: ChevronTexaco Technology Ventures L.L.C., Hyundai Motor Co. and UTC Fuel Cells opened a hydrogen refueling station at the Hyundai-Kia America Technical Center in Chino, Calif. AutoTech reported that the project is led by ChevronTexaco Technology, a subsidiary of ChevronTexaco Corp., under a five-year U.S. Department of Energy cost-sharing program designed to demonstrate hydrogen technologies in real-world settings. The limited-access station will support a fleet of five Hyundai and Kia vehicles powered by UTC fuel cells. The first vehicle demonstrated at the site on Friday was a Hyundai Tucson prototype 80kW fuel cell vehicle driven by racing legend Mario Andretti. Under the DOE program, Hartford, Conn.-based UTC will supply fuel cells for a fleet of 32 Hyundai Tucson and Kia Sportage SUVs to be refueled in Chino and other demonstration centers. UTC says the second-generation vehicles will have a 200-mile driving range and be capable of starting in freezing temperatures. At the Chino center, hydrogen will be produced onsite from natural gas and other feedstocks. Separately, the petroleum giant's ChevronTexaco Hydrogen Co. arm on Friday announced an agreement with Ford Motor Co. to build a hydrogen station in Orlando, Fla. The facility will be used to refuel eight Ford E-450 shuttle buses equipped with V-10 internal combustion engines that burn hydrogen. The vehicles will be used as shuttle buses at the Orlando International Airport. Ford also is working with British Petroleum in Florida on a demonstration program involving fuel cell versions of its Focus SUV.

Study says \$2 billion spend needed for hydrogen stations: AutoTech also reported Monday that the global automotive fuel cell industry must spend \$2 billion by 2012 to create enough hydrogen refueling infrastructure to make fuel cell vehicles commercially viable by then, says a new report by Allied Business Intelligence Inc. The study expects nearly all the funding to come from various governments and industry partners involved in government projects. It says most of the money will be

allocated to refueling stations, hydrogen generation, storage and on-site equipment. The \$2 billion budget assumes hydrogen will be delivered by trucks to refueling centers or produced on site. A network of hydrogen pipelines would take longer to complete, according to ABI. Potential hydrogen sources include natural gas, coal, ethanol, methanol, biomass gasification, electrolysis, solar or wind energy and possibly nuclear energy. Natural gas holds the most near-term promise, ABI says. It adds that it's too early to pick a favored storage form for hydrogen among compressed, liquid, hydride and nano-based options.



AT&T wins telework award: Bedminster, N.J.-based AT&T has been named to the Telework Coalition Hall of Fame for its enduring support and practice of enabling employees to work remotely. AT&T has had a formal telework program since 1992, and today about 90 percent of AT&T management employees telework, including 30 percent who work full time from locations other than an AT&T office. Another 40 percent telework regularly, while 20 percent work from home occasionally when required for reasons of business continuity such as weather conditions, building closures or other reasons. AT&T said it gets \$180 million a year in business benefits from increased productivity and reduced real estate needs. More at www.att.com/telework or www.telcoa.org.

Nissan's cars return to lanes: A car that swerves back into lanes on its own and a video system that makes parking a breeze were part of technological features on display by the Japanese automaker Nissan Motor Co. The technology that reporters tried out in test drives Monday at a research center outside Tokyo is part of Nissan's efforts to make driving safer. Similar smart-car features are in the works at most of the world's top automakers, including Japanese rivals Toyota Motor Corp. and Honda Motor Co. and General Motors Corp. of the United States and others. One of the features shown was a more sophisticated version of an existing warning system - already available in Nissan luxury cars in the United States and Japan - that buzzes when the car veers out of the lane. [More.](#)

Toshiba, SanDisk opens new chip plant: Japan's Toshiba Corp. and its U.S. partner SanDisk Corp. said on Monday output at their new flash memory chip plant would be 40,000 wafers per month by the first half of 2007. The 270 billion yen (\$2.55 billion) plant in western Japan, completed on Monday, will start producing NAND-type flash memory chips in the second half of this year, the two firms said. A rewriteable memory chip that does not require power to retain information, NAND-type flash memory is widely used in digital cameras and camera-equipped mobile phones. South Korea's Samsung Electronics Co. Ltd. held a 54 percent share in the global NAND flash market in the third quarter of 2004, while Toshiba had 29 percent, according to data from research firm ISuppli. The recent launch by Apple Computer Inc. of the iPod Shuffle, a portable music player using flash memory rather than hard disk drives as a memory device, raised expectations for further growth in the flash memory market. [More.](#)

UN panel aims to end Internet tug-of-war; ICANN's days in control numbered? A U.N.-sponsored panel aims to settle a long-running tug of war for control of the Internet by July and propose solutions to problems such as cyber crime and email spam, panel leaders said on Monday. The panel, set up in December 2003, will lay groundwork for a final decision to be taken in Tunis in November at a U.N.-sponsored World Summit on the Information Society, where global control of the world wide web may be decided. Right now, the most recognizable Internet governance body is a California-based non-profit company, the International Corporation for Assigned Names and Numbers. But developing

countries want an international body, such as the U.N.'s International Telecommunication Union, to have control over governance -- from distributing Web site domains to fighting spam. [More.](#)

Online video ads to grow: Online video advertising is poised for takeoff in the next three years as consumers seek out more video material on the Internet, but marketers need to learn quickly how to adapt to the commercial format, according to Internet marketing company Viewpoint Corp. "2004 was the year of people testing the water with Internet video ads," Viewpoint Chief Executive Jay Amato told Reuters. "You will see more of this in 2005, and I think 2006-2007 will be a breakout time." Last month, Viewpoint closed its acquisition of privately held Unicast, which helps advertisers build online ads and convert television commercials to formats that play between Internet pages or within a Web video stream. Industry experts expect online video advertising to gain momentum in 2005 with the broader use of high-speed Internet connections in U.S. homes and offices. Amato hopes the increased adoption will help Internet advertising companies capture more of the \$60 billion plus invested in television. [More.](#)

Iranian cleric blogs for free expression: Blogging might not sound an appropriate hobby for a senior Iranian government official, particularly one who is a Muslim cleric. But presidential adviser Mohammad Ali Abthai has turned the practice of writing Internet journals, or blogging, into a powerful tool against the reformist government's hardline foes and a means to reach out to the country's disenfranchised youth. Abthai, 45, a mid-ranking cleric who last year quit his post as vice-president, says he learns more chatting with young people on the Internet than he does in any government report. "A lot of them criticize the (political) system and sometimes I tell them they are right. I talk to them very freely," he said in an interview at his spartan office in affluent north Tehran. His popular web site www.webneveshteha.com (webneveshteha means "web writings" in Persian) receives dozens of messages a day, to which he replies scrupulously, often working until 3 a.m. [More.](#)

Stocks: Equity markets in the United States were closed Monday for the President's Day holiday.

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Report is an



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A promotional banner for the Great Lakes Manufacturing Forum. The banner is divided into three main sections. The left section has a red background with the text "Great Lakes Manufacturing Forum" in white and "March 3 & 4" in black on a yellow background below. The middle section has a dark blue background with the text "Join Us To Take Action On" in white, followed by "Image Innovation Workforce Borders & Logistics" in a larger, bold white font. The right section has a dark blue background with the text "Presented by" in white, followed by the logos for the Detroit Regional Chamber and the Ohio Council on Business & Industry.

