

# Corn!

Michigan's Largest Magazine

MAY 2005 \$5.99

Michigan  
Edition

## SPECIAL REPORT: FOCUS ON DETROIT

- INTERVIEW WITH THE MAYOR
- Q&A WITH GOVERNOR GRANHOLM
- THE STRATEGIC MANAGEMENT CENTER
- THE MAYOR'S TEAM
- RIVERFRONT RENAISSANCE
- BUSINESS DEVELOPMENT
- HOUSING GROWTH

### FAMILY BUSINESS

*Dos and Don'ts: The Basics*

### TECHNOLOGY

*Cadillac Combines Muscle with High Tech in its STS  
Tribute to the SAE*

## EXCLUSIVE - DETROIT MAYOR KWAME KILPATRICK SOUNDS OFF ON:

- Inherited Problems
- Solid Achievements
- And a Winning Strategy for Detroit's Future Four Years



**THE JOB YOU SAVE COULD BE YOUR OWN**

**DETROIT** — If Americans followed the advice of Gary Witzenburg, auto writer, part-time racing driver and former advanced technology engineering manager at GM, the Big 3 might regain the ten points of automotive market share lost in the past five years.

Writing in *Automotive Industries* magazine, Witzenburg says “the conventional wisdom among America’s media and (as a result) consumers is that this continuing disastrous plunge has been and remains their own fault. There’s no shortage of self-styled experts full of advice on what these companies must do to better compete.”

But few address what the rest of us should do. “For starters,” advises Witzenburg, “I submit that reporters owe it to American workers to quit cheering on the visitors and give our home teams a



**GARY WITZENBURG**

fairer shake.”

As for car shoppers, he asks, “Why is it so difficult to grasp the well-documented fact that U.S. vehicles on average ... have become higher in quality than all but the top few import makes?”

What our governments can do for U.S. manufacturing: “Stop taxing, regulating, and litigating it out of town.” Witzenburg’s proposals for federal action: 1) Reducing the cost of healthcare; 2) Putting a stop to unfair currency manipulation by Asian governments, especially Japan; 3) Continuing work on tort reform.”

Witzenburg reports that each point of market share lost represents nearly one assembly plant and its jobs. The average automaker job, according to Center for Automotive Research Chairman David Cole, supports 9.4 other U.S. jobs.

that adds so much to the quality of life in our community,” says Christy. “It was truly impressive to see the caliber of entries that we received for Detroit Benefits and the variety of good work happening in our area. We look forward to making this an annual event that reflects Humana’s standing as an active and involved corporate citizen.”

The Detroit Benefits award winner was selected with the help of a panel of local judges, comprised of community leaders, public officials and business representatives. The group worked with Humana to select Arts & Scraps from among four finalists in a competition that attracted dozens of entries.

Each of the three other finalists, including Boys & Girls Clubs of Southeastern Michigan, FOCUS: Hope,

and Junior Achievement of Southeastern Michigan Inc., will each receive a \$10,000 grant from Humana.

The call for entries for the second year of Detroit Benefits will occur in August 2005. Nonprofit organizations based in Detroit are encouraged to visit [www.detroitbenefits.org](http://www.detroitbenefits.org) for application details.

**LANSING  
MEDC Approves Tax  
Capture Incentives for  
Brownfield  
Redevelopment**

Underutilized brownfield properties in seven Michigan communities will be transformed into housing and retail opportunities creating up to 152 new jobs and generating more than \$112 million in private investment as a result of brownfield tax capture incentives approved by the

Michigan Economic Development Corporation. Michigan Governor Jennifer Granholm says the move is a first step toward maintaining a strong economy in the state.

“Transforming these

underused sites into wonderful places to live, work and do business will strengthen communities and make Michigan an economic powerhouse in the 21st century.”

The projects, located in

**AUTOCOM EXPANSION**

What happens to the Big 3’s top PR guys when they retire or move on for various reasons? They start their own public relations firms. Among them is AutoCom Associates in Bloomfield Hills. President and CEO Larry Weis, formerly with Ford Motor Co., is expanding his firm in its 10th year of operations.

AutoCom is appointing Ken Levy a senior partner and president of international operations. Levy is former vice president of communications for DaimlerChrysler’s Chrysler Group.



Levy, age 57, is based in New York City and responsible for AutoCom’s international auto business and clients in Europe and the Asia Pacific region.

Fluent in German, Levy started his Big Trio experience with Ford in 1977. He later joined GM, where he became executive director-International Operations and Media Relations.