



discover new markets in Toronto and Montreal

If you'd like to explore new markets in Toronto, Ontario, and Montreal, Quebec, don't miss Automation Alley's next trade mission, scheduled for Sept. 27-Oct. 1, 2010. Targeted industries on the mission include:

- Aerospace
- Automotive components
- Building products
- Clean tech and renewable energy tech
- Defense and homeland security
- General industrial equipment
- Information technology and information communications technology
- Life sciences, medical devices and equipment.

"We're excited to take local companies to our neighbors to the north," says Automation Alley Executive Director Ken Rogers.

"Michigan leads the nation in exports to Canada. In fact, the United States and Canada have the largest two-way trade and investment relationship in the world, exceeding \$425 billion in 2009. It's obvious that Canada is a top destination for Michigan products and services."

Companies interested in attending the trade mission must be export-ready and conduct business in one of the industries previously noted. All Automation Alley trade missions include the U.S. Department of Commerce Gold Key Service, which provides pre-screened, pre-qualified meetings based on a company's goals and objectives.

Automation Alley and U.S. Department of Commerce staffs work closely to provide assistance to trade mission participants before, during and after the mission. The cost to attend is \$4,995 per person for Automation Alley

members and \$5,995 for non-members. The price includes hotels, rail transportation to destinations, airfare, matchmaking receptions and some meals. For those interested in traveling to Toronto only, the price is \$2,295 for members and \$3,995 for non-members. Previous Automation Alley trade missions have resulted in the creation of more than 730 jobs and \$147 million in new contracts and sales for participating companies. In addition, Automation Alley was awarded the Presidential "E" Award for Exporting, the highest honor the federal government can give to an American exporting company or organization, for its successful trade mission program.

Participation is limited to 10 companies and the deadline to register is Aug. 15. For additional information, please contact the Automation Alley Resource Center at 800-427-5100.

investing in Southeast Michigan

Automation Alley recently invested \$300,000 to assist three Southeast Michigan companies in developing their emerging technologies.

Automation Alley's seed funds, investments under \$250,000, are being used to encourage the commercialization of competitive-edge technologies by accelerating the growth of technology-based businesses.

"By providing seed funding to Southeast Michigan's technology companies, we are investing in the future of our regional economy and the growth of global innovation," says Ken Rogers, Automation Alley executive director. "Automation Alley will continue to fund entrepreneurial endeavors and encourage the dialogue on developing advanced products and services."

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AUTOMATION ALLEY
EXECUTIVE DIRECTOR

Cargo Solutions Group LLC (CSG), an advanced automotive manufacturer of personal transportation consumer products from Macomb County, received \$250,000 from Automation Alley. CSG is also exploring hybrid powertrain solar re-charging system integration as a second phase project tied to the cargo system.

"Automation Alley's investment in CSG represented a critical final element of our production financing round, allowing us to close a comprehensive investment deal with several partners," says Paul Chapman, president and CEO of CSG.

A follow-on investment of \$25,000 was awarded to **CircleBuilder Software LLC**, a private, rules-based community, networking and outreach management Internet service that connects individuals with organizations. The Oakland County company enables faith-based organizations and other cause-related organizations to

the mission of automation alley®

Automation Alley is a technology business association driving the growth and image of Southeast Michigan's economy through a collaborative culture that focuses on workforce and business development initiatives.

Since its founding in 1999, Automation Alley has expanded to include more than 1,000 businesses, educational institutions and government entities from the City of Detroit and the surrounding eight-county region. Automation Alley promotes regional prosperity through entrepreneurial and exporting assistance, workforce development and technology acceleration.

For additional information, visit www.automationalley.com.

increase communication, participation, membership, volunteerism and giving through its Web-based services, including emails, shared calendars, blogs, social networking, photo sharing and more. CircleBuilder was one of 30 startup companies exclusively selected and presented at the Angel Venture Fair at the Union League in Philadelphia on April 6, 2010.

Founder and CEO of CircleBuilder Howard Brown, who won the 2010 Annual Collaboration for Entrepreneurship "Elevator Pitch" competition, says: "The team and stakeholders at CircleBuilder are pleased and thankful for Automation Alley's follow-on second investment. As part of a bridge-funding round from Automation Alley and other investors, CircleBuilder is able to execute its 'go-to-market' distribution strategy to continue to build marketshare and revenue."

Clean Emission Fluids, Inc. (CEF), located in Wayne County, also received a follow-on investment of \$25,000. Oliver Baer, CEO, has developed a patent-pending biofuel and clean diesel system

called FAST (Fluids Affordably Stored). CEF's FAST solution uniquely stores and blends variable-ratio biofuels and fuel additives through a deployable infrastructure specifically designed for clean diesels, lowering the price at the pump and reducing the North American transportation industry's dependence on petroleum. The technology also provides a "Blend of Choice," offering the best biofuel — based on vehicle type, air temperature, driving patterns and more — to lower overall operating costs. CEF's equipment qualifies for certain biofuel and clean diesel tax credits and may be financed or leased to qualifying customers.

Entrepreneurs can meet with Automation Alley staff to receive business plan consulting, referrals and expert advice. To date, Automation Alley has invested nearly \$5 million in 25 technology-driven companies across Southeast Michigan. For additional information or to inquire about applying for seed funding, contact the Resource Center at 800-427-5100.



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Ken Rogers, Senator Carl Levin and Dr. Grace Bochenek attend the grand opening of the new defense office at the Macomb-Oakland University INCubator.

gateway to the military

Automation Alley recently opened a new defense office at the Macomb-Oakland University INCubator, in Sterling Heights, MI. The office will serve as a gateway for military opportunities for Automation Alley members and local companies.

"Companies will be able to access valuable resources, such as meetings with retired military consultants and introductions to representatives of PTAC (Procurement Technical Assistance Centers), TACOM (U.S. Army Tank-automotive and Armaments Command) and TARDEC (U.S. Army Tank Automotive Research, Development and Engineering Center)," says Ken Rogers, Automation Alley executive director, noting that Macomb County is the heart of Michigan's defense corridor, with more than two-thirds of all defense contractors in the state having a presence there. "It made perfect sense to locate our defense office in such close proximity to Michigan's only military lab."

The defense office will also house Automation Alley's Diminishing Manufacturing Sources and Material Shortages (DMSMS) program and staff. Automation Alley is providing industrial base support for the TACOM Life Cycle Management Command DMSMS program that identifies manufacturers capable of producing replacement parts that are no longer in production in


order for the Army to maintain its key weapon systems.

The grand opening event provided an opportunity to thank Automation Alley's congressional delegation and supporters, including Senator Carl Levin, Senator Debbie Stabenow, Rep. Candice Miller, Rep. Gary Peters, Rep. Sander Levin, Paul Gielegan, chairman of the Macomb County Board of Commissioners, Mayor Richard Notte from the City of Sterling Heights and Dr. Grace Bochenek, director of the U.S. Army TARDEC National Automotive Center.

Since opening, the defense office has provided defense assistance to nearly 700 local companies looking to establish a working relationship with the military. One of the DMSMS projects includes creating an industrial capabilities database to identify new suppliers, which will benefit both the military and the U.S. taxpayer. Companies interested in being added to the database can do so by visiting www.dmsms-tardec-army.com.

"We currently have over 8,000 companies registered on the new Web site," says Dan Raubinger, Automation Alley's DMSMS program manager. "The Army is looking for companies that have competencies in mechanical and electrical systems, manufacturing technologies, advanced design processes and materials. We will help to identify companies that can provide valid sources or support resolution for a variety of DMSMS cases."

According to Michelle Zellen, Automation Alley's director of communications and events, "We have many analytics from our new Web site that show companies are looking for information on how to work with the military, and Automation Alley can provide the needed assistance."

For additional information, contact the Automation Alley Resource Center at 800-427-5100 or info@automationalley.com. 

Automation Alley Foundation Members

Automation Alley would like to thank its Foundation Members for their regional leadership and support in contributing to the success of the organization:

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