

New Marketing Plan for State Unveiled at Mackinac Island

Mackinac Policy Conference Participants Learn of Initiative To Highlight Mich. Success Stories

The Michigan Economic Development Corporation (MEDC) launched the largest business marketing initiative in Michigan's history to Detroit Regional Chamber of Commerce Mackinac Policy Conference participants on Mackinac Island Thursday, June 1. The national advertising and marketing initiative will share stories of successful company leaders who have chosen to expand their businesses in Michigan as a way to encourage other businesses to choose Michigan for the site of their future job creation.

Michigan actor and entrepreneur Jeff Daniels, along with well-known news media personalities, including CNBC's Maria Bartiromo and CBS's Charles Osgood, will introduce the success stories around the country.

The initiative will highlight Michigan's key business-attraction, including its competitive business environment, its world-renowned universities, its highly skilled workforce, its status as the world's research and design hub, and its new, \$2 billion 21st Century Jobs Fund.

MEDC President James Epolito said the 21st Century Jobs Fund also gives the state a competitive advantage in attracting new high-technology researchers, entrepreneurs, and businesses.

Mr. Epolito noted that while a

majority of the MEDC's advertising would be on a national and international level, the initiative would take root and begin in Michigan.

Governor Jennifer Granholm said it's important for Michigan to know about its own success stories so everyone in the state can share them.

"We all have to be on the same page about promoting what our state has to offer," she said. "We all have to be ambassadors for Michigan's growth."

The integrated marketing initiative includes television, radio, print, events, direct mail, Internet advertising, and non-traditional communication efforts designed to reach so-called "C-Level" executives (chief executive officers, chief operating officers, and chief financial officers) who make decisions about where to locate or expand their businesses.

Radio advertising began June 1 and, later this summer, MEDC television commercials will be heard nationally on CBS Radio's Charles Osgood program, ABC Radio's Sean Hannity program, and on Premier Network's Maria Bartiromo program. Television commercials debuted in Michigan June 5. Print advertising will also appear later this summer in publications like *Forbes*, *Crain's Detroit Business*, *Fortune*, and *Site Selection* magazine.

Actor Jeff Daniels said he was proud to be able to help in the effort.

"I chose Michigan to raise my family and run my business in," he said. "The state's business and political leadership understand the imperative to help position Michigan's workforce and educational system to lead this shift to a global economy. It's a great story and I'm proud to help tell it."

Mr. Epolito cited the successful cooperative efforts of legislators of both parties in funding the MEDC's efforts to market the state.

"Working together," he said, "the legislature's support enabled MEDC to create the kind of initiative that will bring international awareness of Michigan's unique business resources and opportunities."



A camera crew for Travel Michigan was on Mackinac Island Wednesday, May 24, filming footage for a series of commercials that will feature Michigan.

Walker Recognized for Achievement

Katelyn Walker, a Pickford High School student, has been selected for membership in the National Society of High School Scholars. She is the daughter of Thomas and Patricia Walker of Pickford.

The Society recognizes the top scholars in the nation and has awarded more than \$100,000 in scholarships since its 2002 inception.

Lamprey Control Measures Underway This Month

Lampicides will be applied to sections of Furlong Creek, Rock River, and Black River in Mackinac County by the U.S. Fish and Wildlife Service to kill sea lamprey larvae burrowed in the stream bottom.

Applications will be conducted on or about Friday, May 30 through June 22 in accordance with state permits. Application will be complete in about two to three days. Application dates are tentative and may be changed based upon local weather or stream conditions near the time of treatment.

Sea lampreys live in certain tributaries in the Great Lakes and transform to parasitic adults that migrate to the Great Lakes and kill fish. Failure to kill the larvae in streams would result in significant damage to the Great Lakes fishery, said Fish and Wildlife Service officials. Infested tributaries must be treated every three to five years with lampicides to control sea lamprey populations.

The lampicides (lampricide and bayluscide) pose no unreasonable risk to the general population and the environment when applied at concentrations necessary to con-

trol larval sea lampreys, according to the U.S. Environmental Protection Agency and Health Canada Pest Management Regulatory Agency. However, as with any pesticide, the public is advised to use discretion and minimize unnecessary exposure. Lampicides are selectively toxic to sea lampreys, but a few fish, insect, and broadleaf plants are sensitive.

Persons confining bait fish or other organisms in stream water are advised to use alternate water sources because lampicides may cause mortality among aquatic organisms stressed by overcrowding and handling. Agricultural irrigation must be suspended for 24 hours during and following treatment.

Local Students Receive Awards

The Sault Area Career Center in Sault Ste. Marie distributed career technical awards at its annual ceremony Thursday, May 18, at the Sault Area High School's Strahl Theater in Sault Ste. Marie.

Michael Thompson of Cedarville High School received the Printing Technology John Askwith Award and a Student Ambassador Award.

Dennis Malkowski and Jared Nightlinger, also of Cedarville High School, Emily Bilsky of DeTour, Herb Gordon and Rusty Yale of Rudyard, and Keenan Wojnaroski of Pickford received Student Ambassador awards.

Brittanie Wallis of Pickford received a Challenges and Choices Outstanding/Most Improved Student Award.

UP Author To Speak at Sault Library Fri.

Upper Peninsula meteorologist and author Karl Bohnak will visit Bayliss Public Library in Sault Ste. Marie Friday, June 9, at 7 p.m. to talk about his new book, "So Cold a Sky, Upper Michigan Weather Stories." The book includes more than 200 historic photographs.

The presentation is free and open to the public.

Spring Is Kickball Time!



Tucker Haske, a third grade student in Marci Altmaier's class at Les Cheneaux Elementary, kicks the ball pitched to him in a spring kickball game sponsored by the Student Activities Advisory Committee (SAAC). River Brown (left) watches the kick, while second grade students, with aide Leanne Cason, cheer on the players from the playground. The game was awarded as a prize to the class for raising the most money of all the classes at school in a penny drive to raise funds for the school playground. The grand total generated by the penny drive was \$382. SAAC helped manage the game and provided refreshments.



Teddy Bowlby runs for home base during the kickball game awarded as a prize to Marci Altmaier's third grade class.

Top Soil • Sand • Gravel • Homesites (complete)
Backhoe • Dozer Work
Trucking • Septic System
Demolition • Lot Clearing

Art Huskey & Sons
EXCAVATING
203 Townline Rd., St. Ignace

Your Complete Excavating Contractor for Over 30 Yrs.

Call Anytime Mon. - Sun. for a **FREE ESTIMATE**
(906) 643-9348

TO REACH MACKINAC ISLAND, MORE PEOPLE CHOOSE THE ARNOLD LINE BECAUSE ONLY THE ARNOLD LINE OFFERS YOU

CATAMARAN Service

A fast, smooth, quiet ride with luxurious cabins, exciting open deck seating and a family friendly policy!

ARNOLD TRANSIT Co.
Box 220 • MACKINAC ISLAND, MI 49757
(906) 847-3351 • www.arnoldline.com

MasterCard VISA Discover AIA

GO GREEN SALES EVENT

6.99% APR WITH LOW PAYMENTS FOR 24 MONTHS ON ANY NEW KAWASAKI

750 BRUTE FORCE

Kawasaki
Let the good times roll.

SKINNERS

PICKFORD, MI
TOLL FREE
877-647-2500
NEW & USED EQUIPMENT

© 2006 Kawasaki Motors Corp., U.S.A. "6.99% APR for 24 months" offer good on all new, not previously registered Kawasaki motorcycles, ATVs, "JET 300" watercraft and MULE™ utility vehicles on your Kawasaki Good Times™ credit card, subject to credit approval. Offer ends 05/31/06. Restrictions may apply. See store for details. 6.99% APR for 24 months - \$0 Down, Low Payments for 24 Months followed by Minimum Payments at 9.99% APR - 6.99% APR for 24 months if your Account is kept current. For purchases up to \$10,000, the payment will be \$69, plus any insurance charges, if applicable. \$69 payment for purchases up to \$10,000.01; \$129 payment for purchases between \$10,000.01 and \$20,000. The payment may increase due to any debt cancellation fees or any late fees. Paying only this amount will not pay off the purchase during this period. At the end of the 24 months and if your Account remains current, the APR will be 9.99% and regular Minimum Monthly Payments apply. Standard Rate 17.9% APR. For Accounts not kept current, the promotion is cancelled, and the Default Rate 21.9% APR and the Regular Minimum Monthly Payments apply. Minimum Finance Charge \$2.00. Certain rules apply to the allocation of payments and Finance Charges on your promotional purchase. If you make more than one purchase on your Kawasaki Good Times Credit Card, Call 1-888-367-4310 or review your cardholder agreement for information. Kawasaki's KFX™50 is recommended for use only by persons 16 years of age or older. Kawasaki also recommends that all ATV riders take a training course. For more information, see your dealer, or call the ATV Safety Institute at 1-800-887-2887. Warning: ATVs can be hazardous to operate. For your safety: Always wear a helmet, eye protection and protective clothing. Never carry a passenger. Never ride under the influence of drugs or alcohol. Never ride on public roads or pavement. Avoid excessive speeds and stunt driving. Be extra careful on difficult terrain. PSFPBF7502