a challenging beginning

On January 22, 2007, we learned that Pfizer, one of the most prominent companies in our region, would be closing its Ann Arbor facilities in 2008. The prospect of losing up to 2,100 jobs could have been devastating.

But with quick thinking, widespread cooperation and innovative programs, Ann Arbor USA rose to the challenge.

and the results are worthy of celebration.
people are talking

Ann Arbor SPARK recognizes and promotes the national and international brand that is Ann Arbor USA. In 2007 we aggressively conducted media outreach on behalf of the region and our successful growing businesses. Our outreach effort resulted in media coverage in 30 states with a paid advertising value of $3.7 million. The Ann Arbor USA brand has been received favorably by the community, our partners and clients. Ann Arbor SPARK’s marketing materials capture the essence of the Ann Arbor brand and we have begun the process of reflecting our region’s assets, engaging potential businesses and defining our aspirations. The Ann Arbor brand is positioned to drive success in competitive markets, and has become the most valuable asset for our organization and region.

"#5 best places to live"
Sperling’s annual “Cities Ranked and Rated” Guide

"posting jobs, talking to would-be entrepreneurs and developing a plan"
Detroit News

"a unique shining star in the midwest"
dbusiness

"boot camp drills local entrepreneurs"
Ann Arbor News

"ann arbor: a start-up city on the verge"
Fast Company

"MEDC outstanding diversification achievement 2007"
Urban Community Economic Development Partner of the Year

"#4 smaller city for venture capital deals"
Site Selection Magazine

"...one of the best buys and one of the best places to live in the United States, across the board..."
Richard Florida
Author of “Who’s your City?” in metromode

"michigan’s high-tech hope...ann arbor’s economy shines"
Detroit Free Press

"#1 for knowledge workers"
Expansion Management

"#50 smallest downtown in U.S."
Read Metro articles
a letter from the chairman

To our Partners, Colleagues and Investors:

We are pleased to present the second annual report of Ann Arbor SPARK. Once again, this organization – working in conjunction with all of you – has had a positive and meaningful impact on the economic development of the greater Washtenaw County area.

Since economic development is fundamentally a team effort, we are committed to expanding both the breadth and depth of relationships in our region. As Ann Arbor SPARK continues to mature, we are confident that the strong partnerships now being forged and nurtured will play a critical role in securing the future of our region.

We are dedicated to establishing Ann Arbor USA as an international model of what it means to successfully balance innovation, economic vitality, quality of living, and social responsibility. In this 2007 Annual Report, we consider the challenges that have been overcome and the accomplishments that have carried us forward in achieving that goal.

Sincerely,

Rick Snyder  Chairman of the Board, Ann Arbor SPARK

2007 financial highlights

**2007 Budget** .................. $2.3 million

**2007 Sources of Funding**

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>13%</td>
</tr>
<tr>
<td>Grants</td>
<td>5%</td>
</tr>
<tr>
<td>Contracts</td>
<td>8%</td>
</tr>
<tr>
<td>Program Income/Misc.</td>
<td>4%</td>
</tr>
<tr>
<td>Pre-Seed Fund</td>
<td>70%</td>
</tr>
</tbody>
</table>

**2007 Uses of Funding**

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personnel</td>
<td>16%</td>
</tr>
<tr>
<td>External Services</td>
<td>15%</td>
</tr>
<tr>
<td>Pre-Seed Investments</td>
<td>54%</td>
</tr>
<tr>
<td>Public Relations &amp; Marketing</td>
<td>4%</td>
</tr>
<tr>
<td>Depreciation</td>
<td>5%</td>
</tr>
<tr>
<td>Operating</td>
<td>6%</td>
</tr>
</tbody>
</table>

**2007 Leveraged Funding**

- Michigan Pre-Seed Capital Fund: .................. $4.3 million
- Michigan Company Formation and Growth Fund: ........ $3.75 million
- SPARK wet lab: .................. $500,000
- Michigan Innovation Equipment Depot: ............ $1 million*

(*estimated retail value)
(pre-audit)
To our Investors, Stakeholders and Clients:

We started 2007 with wind in our sails. Ann Arbor SPARK had just finished its first full year of operations – marked with a year of outstanding new job commitments and investments. When we received the call on January 22nd announcing that Pfizer would be closing their two million square foot research & development campus and eliminating 2,100 high-paying technical jobs, we could have spent weeks talking about our loss. Instead, within hours, we framed the process of how we would address the economic development challenge and opportunities the closure presented and what role the community would play as our partners.

We are proud to report that through the collaborative efforts of the City of Ann Arbor, Governor Jennifer Granholm, the Michigan Economic Development Corporation, the University of Michigan and over 100 community leaders, we quickly began the process of addressing the economic and social impact that Pfizer’s closure would have on our community. This team’s galvanized effort resulted in the retention of approximately 400 Pfizer colleagues at 80 regional firms, provided funding support for 23 start-up companies managed by former Pfizer colleagues, attracted $4.5 million in loans and training assistance, and secured $5.5 million in donated equipment and lab supplies to assist local start-ups and educational institutions.

Our work has just begun.

We have and will continue to play a large role in the redevelopment of the Pfizer campus. Our retention and attraction efforts are starting to produce results commensurate with a region that is knowledge, research and innovation rich. Our entrepreneur and talent resources are market-driven and results-focused. The news is spreading outside of our state about the Ann Arbor area and the successes of our companies.

We view economic development as a “team sport” and rely on the strength of our partnerships to leverage our resources and maximize our efforts. We are thankful for the support that the Ann Arbor area has given SPARK and look forward to an exciting 2008.

Michael A. Finney  President and Chief Executive Officer, Ann Arbor SPARK

the address of innovation
**celebrate growth**

**business retention, expansion and attraction**

We experienced another successful year of business expansion and attraction. Efforts were focused on identifying companies for targeted business retention efforts and defining a solid strategy for new business attraction.

- Through hard work and perseverance, we completed 38 new deals in 2007 resulting in $102 million in investment and 2,268 new jobs.

- The year 2007 began with a pipeline of just 10 in-process opportunities, but even that was a significant improvement over 2006. We ended 2007 with a robust pipeline of more than 50 in-process opportunities and bright prospects for 2008.

- We assisted with ten Michigan Economic Growth Authority (MEGA) high-tech job creation tax credits for companies in Washtenaw County.

2,268 new jobs committed

$102,
retained businesses
Aastrom Biosciences
Accuri Cytometers, Inc.
Adaptive Materials, Inc.
AMCOR PET Packaging
North America
American Broach and
Machine Company
American Soy Products
Cayman Chemical Company
Condat Corporation
Con-way Freight
Danotek Motion
Technologies LLC
DASI Solutions, Inc.
Edwards Brothers, Inc.
Essen Instruments, Inc.
FAAC, Inc.
HandyLab, Inc.
Implants International N.A.
Lenco Boring
Lycera, Inc.
McNaughton & Gunn, Inc.
MediaSpan Group, Inc.
MetaGlass Coatings
Michigan Technology and
Research Institute LLC
Motor City Interactive
National Testing Lab
Orchid MacDee, Inc.
ProQuest
Pure Visibility
QC Corporation
Thomson Tax and Accounting
Translume, Inc.
Sensitile Systems
Sheridan Books
SoloHill Engineering, Inc.
Sweepster

new businesses
Aernnova SA
Barracuda Networks
Genomatix
Metabasis
Orabio

“SPARK made it possible for our company to obtain practical advice and valuable contacts — the combination of Entrepreneur Boot Camp, networking and especially the incubator space and staff support enabled the rapid development of our patent pending software technology.”

Cesar Nerys
Founder and CEO
boomdash LLC

“We evaluated many factors such as proximity to our customers, local competition for labor, universities, quality of life, cost of living …”
“… we came to the conclusion that Ann Arbor was the best place to locate.”

Juan Carlos Ortiz
Managing Director, Aernnova Engineering, U.S.
and
Luis Perez Olivia
Senior Vice President, Aernnova
Site Selection Online

000,000
in planned new business investment

@nn

arbor usa
celebrate success

The surest indicators of a healthy economic future are the growth of promising companies, the emergence of new technologies, the ascent of new industries and a vigorous surge of entrepreneurial spirit. The diverse success stories presented here showcase just five of the area’s business newsmakers. Each one provides a glimpse into the exciting future of Ann Arbor USA.

Aernnova

This Spanish aeronautics firm chose the Ann Arbor area over 15 other U.S. locations for the site of its North American engineering operation. What sealed the deal? The region’s vibrant engineering talent pool, incentives from local municipalities and partnerships with the University of Michigan and the state of Michigan. Over the next seven years, the company plans to hire as many as 600 high-knowledge employees and is estimating more than $18 million in capital investments.

Cayman Chemical

A home-grown, 27 year old biochemical-research products company. Cayman recognized the unique potential to grow and expand its business that the Pfizer closure presented. It provided the opportunity for Cayman to create a department of medicinal chemistry which will investigate new drugs for heart disease, allergy, inflammation and cancer. They plan to hire 208 people over the next five years – giving many Pfizer colleagues the opportunity to stay in Michigan. A diversified global company with worldwide presence, Cayman found the resources they need to grow their business in Ann Arbor.

MediaSpan Group

MediaSpan Group, Inc. is the leading provider of digital content management and online marketing solutions for over 4800 local media properties. On the cutting edge of web 2.0 applications, they offer digital content management, online marketing, advertising and business productivity solutions. Its network of local media websites reach over 20 million unique visitors worldwide. MediaSpan moved their North Carolina headquarters north to take advantage of the wealth of talent and quality of life in the Ann Arbor area. They expect to invest $1.7 million and create 82 new jobs over the next five years.

aeronautics
alternative energy

**Adaptive Materials**

Adaptive Materials, Inc., a maker of propane-powered fuel cells, was founded in 2001. The company has grown quickly due in part to 1) support from the state of Michigan through the MEGA incentive program and 2) SPARK guidance on site selection, talent recruitment and funding. The company has remained both independent and profitable and has raised nearly $30 million in funding to date.

transportation and logistics

**Con-way Freight**

Con-way Freight is a classic Ann Arbor growth story. Founded here 25 years ago, few knew that we had the largest division of FORTUNE magazine’s “Most Admired Company” in transportation and logistics for 2007 right in our own backyard. A $3 billion company, with over 20,000 employees in North America, Con-way Freight provides direct service from the largest single less than-truckload (LTL) freight network in North America. In 2007 Con-way Freight chose to consolidate regional management operations from Texas and California in Ann Arbor, bringing up to 150 new jobs to our area.
business acceleration toolkit

As part of its broad support of economic development in Washtenaw County, Ann Arbor SPARK’s business acceleration efforts in 2007 and beyond are focused on entrepreneurs and technology-led innovations. To support these efforts in 2007, a variety of business acceleration tools were employed.

- The Cantillon online education program was enhanced with the addition of three new interactive modules. The program was promoted through the statewide SmartZone network and has seen expanded use both in the Great Lakes Entrepreneur’s Quest and in universities throughout the region.

- Two Entrepreneur Boot Camps were conducted in 2007. These intensive, two-day programs featured hands-on training in business planning and preparing for investment.

- In the spring of 2007, 15 new companies were successfully piloted using FastTrac TechnoVenture, a program developed by the Kaufman Foundation and facilitated by technology consultants from the Michigan Small Business & Technology Development Center. An additional 24 companies participated in the fall session.

- The CEO Power Lunch, an educational forum for early stage CEOs, was formed in 2007. These forums are facilitated by technology veterans and discussion topics are suggested by local entrepreneurs.

- A technology business incubator was launched at SPARK Central with 5,600 square feet of dedicated space. Plans were laid for the SPARK East Business Incubator which will be housed in a 10,000 square foot mixed used space in Ypsilanti.

- A local chapter of OpenCoffeeClub, an international networking group for entrepreneurs, was initiated at SPARK.

"The Michigan Pre-Seed Capital funding served as a bridge to additional funds from SBIR and customer contracts. The investment allowed us to add two new full-time employees. Without the investment, we would have had to wait until early 2008, and would have put a critical development project at risk."

John Freshley
Compendia Bioscience
new start-ups
3D Biometrics
9thXchange
AAPharmaSyn LLC
Accord Biomaterials, Inc.
AlphaCore Pharma LLC
Analytical Design Service
Ann Arbor Pharmacometrics Group
Arbor Preclinical and Consulting LLC
ArmyProperty.com
Avidimer Therapeutics, Inc.
BioFlow Technology, Inc.
BioLumix Inc.
Blaze Medical Devices
Blue Green Energy
boomdash LLC
Chromosome Services Corporation
Cielo MedSolutions LLC
Clarity
Clinical Data Hosting
CMR Innovations LLC
Compendia Bioscience, Inc.
Comstar Mobile Solutions
Cutting Edge Histology
Danotek Motion Technologies
Driveway Genies
EADevices, Inc.
ElectroDynamic Applications, Inc.
Emerciv Corp.
Emiliem, Inc.
Everest Software Solutions, Inc.
Evigia Systems, Inc.
Fulcrum Pharma Developments, Inc.
Functional Brands
GeneVivo LLC
GTI Risk Management
Health Care Data Systems
Home Dog LLC
Human Engineering Software Services Group
Hybra-Drive Systems LLC
Innate Solutions
InstaTell Diagnostics
Integrated Nonclinical Development Solutions, Inc.
Intelligen
Intermediary Biochemicals LLC
International Discovery Sourcing Consultants LLC
Jiva Pharma, Inc.
Learning Bridge LLC
Locomatix
Lycera Corp.
M-Bots, Inc.
McClinchey Histology Labs, Inc.
MedElute, Inc.
Meditrina Pharmaceuticals, Inc.
MEMS Packaging
Metablog LLC
Michigan Technology and Research Institute LLC
Molecular Innovations, Inc.
MR Innovations, Inc.
MSigns
MyDesignldea
NVision Labs
OcuSciences, Inc.
Omnir Science
Oncolimmune, LTD.
Optimetrix
OtoMedicine, Inc.
P&H Therapeutics
ParkingCarma
Phios Analytical Laboratories
Phrixus Pharmaceuticals Inc.
Pixel Velocity, Inc.
PlanOmatic
PlayData
Procut Inc.
RazorThreat, Inc.
RTI International
SalezTrack LLC
Samphire Clinical Research Services
Secretary IgA, Inc.
SensiGen LLC
Soar Technology, Inc.
Solubility Design
Surgical Fastening Systems
Surgimatix, Inc.
TECAT Engineering, Inc.
Threefold Sensors/IA Inc.
TouchStone Innovations
TransPharm Preclinical Solutions
Up Technologies
urTurn

michigan pre-seed capital fund
The Michigan Pre-Seed Capital Fund celebrated its first full year of operation in 2007. The success of this statewide fund highlights the remarkable impact collaboration can have on business growth and acceleration.

A total of $4.3 million in investments were made in 19 Michigan companies during the year.

Companies receiving investments generated an additional $6.7 million in matching funds.

In 2007, the companies that received funding committed to create 320 jobs.

2007 recipients
Accord Biomaterials, Inc.
Avidimer Therapeutics, Inc.
Cielo MedSolutions LLC
Compendia Bioscience, Inc.
Danotek Motion Technologies
EADevices, Inc.
Emiliem, Inc.
Functional Brands
Hybra-Drive Systems LLC
Medelute, Inc.
OtoMedicine, Inc.
ParkingCarma
Phrixus Pharmaceuticals Inc.
Pixel Velocity, Inc.
RazorThreat, Inc.
SalezTrack LLC
SensiGen LLC
Venomix, Inc.
XG Sciences, Inc.

$1,000,000 retail value of MIED consumable lab equipment

$3,750,000 in low-interest loans made available*

Velesco Pharma Services
Venomix, Inc.
Vibe Tech
Windcatcher
Worldwide Products Solutions, Inc.
XG Sciences, Inc.
Zoltan Laboratories LLC

*Low-interest loans were made available to life science companies who hired Pfizer colleagues or acquired facilities and other assets in the Ann Arbor, Kalamazoo and Holland regions. The loans were made possible through MEDC’s Company Formation & Growth Fund.
preserving and preparing our labor pool

Providing new and existing business with a talented and highly skilled workforce is essential to the continued growth and health of Ann Arbor USA. To that end, Ann Arbor SPARK continues to take a proactive role in preserving and preparing our labor pool to serve targeted industry sectors. Much of the year’s activities were focused on preserving the Pfizer workforce.

Pfizer-related activities

- With Washtenaw County ETCS, jointly secured $1 million in funding to provide training and placement support.
- Sponsored seven career fairs which drew more than 750 attendees.
- Assisted with the placement of 400 Pfizer executives and researchers in companies throughout southeast Michigan.

Additional talent-related activities

- SPARK assisted the hiring efforts of 300+ area employers by promoting approximately 1,000 job openings via our website.
- A weekly “Talent Search” newsletter was distributed to more than 2000 individuals who had indicated interest in seeking job opportunities in the region.

marketing and public relations

Positioning the Ann Arbor USA brand as the address of innovation continues to be the primary goal of our marketing and public relations efforts. The organization was inundated with inquiries regarding the Pfizer news, and was deeply involved in the numerous communication efforts needed to support a community-wide response. Over the course of the year, a number of significant accomplishments were achieved.

- Partnered with The University of Michigan, Pfizer, Governor Granholm, Michigan Economic Development Corporation and the City of Ann Arbor to conduct media outreach in support of SPARK’s Strategic Working Action Teams (SWAT), the Pfizer site and the Ann Arbor area.
- Conducted media outreach on behalf of SPARK, the Ann Arbor area and our clients. Generated significant coverage in target geographies including California, New Jersey and Texas resulting in attraction leads and successes.
- Launched a successful e-attraction and public relations campaign focused on the Pfizer site and talent opportunities in the Ann Arbor area — which helped drive interest to the facility.
As part of our attraction effort, an Ann Arbor area brochure was developed to market the area’s many assets. Produced collateral marketing materials promoting SPARK Business Accelerator resources, Talent programs, Regional Incubator Network and MIED.

Partnered with the Ann Arbor Area Convention and Visitor’s Bureau and Chamber of Commerce on a series of Ann Arbor USA ads and promotional opportunities.

**events and programs**

Whether it is employers and job candidates, entrepreneurs and investors or businesses and growth opportunities, keeping Ann Arbor USA thriving is all about making connections. The year 2007 saw significant growth in this area.

To support our mission of providing an environment of networking and learning in the community, more than 200 events were sponsored and/or hosted by Ann Arbor SPARK.

Entrepreneur Boot Camps were held in April and November, with a total of 30 company teams attending. The teams heard from a number of distinguished speakers and 35 experienced mentors assisted at each camp.

Career Connection programs included forums designed to bring companies and job seekers together. These include Hot Shots, Mingle & Match events, and the Career Change Boot Camp series. The Boot Camps featured topics such as “Starting Your Own Business” and “Career Change Exploration.”

“Posting the lab tech opening on the SPARK website has been a knockout! We’ve received 12 resumes so far. Applicants vary from a college senior to a graduate to a PhD with 20 years of experience. Thanks for the support!”

Dave Solomon, CEO
SoloHill Engineering, Inc.

“Thank you for the talent service you offer and the value it brings to the area. We ran ads on Monster and were disappointed with the caliber of candidates. We plan to utilize your job posting system for all future hires.”

Michael Potts, President, Ultrasound America, Inc.
**celebrate teamwork**

**partnership, cooperation and fundraising**

Economic development cannot be achieved or sustained without the active and enthusiastic support of the entire community. The more people, businesses, organizations and governments participate, the stronger our connections grow. The stronger and more valued these connections become, the more likely we will be to dive into collaborative ventures — ventures that will be good for all of us.

Ann Arbor SPARK practices “open source economic development.” As we experience successes or develop new programs, we intentionally share what we learn with one another and with other organizations throughout the state. With this open approach and sharing of best practices, we believe that we can jointly accelerate the economic transformation of Michigan.

Economic development is a team sport. And we view our partners, financial contributors and the business community as team members. We will continue to work hard to identify opportunities to collaborate and leverage our outstanding business resources and relationships.

**community partners**

- Ann Arbor Area Chamber of Commerce
- Ann Arbor Community Foundation
- Ann Arbor Area Convention & Visitors Bureau
- Ann Arbor Business Review
- Eastern Michigan University
- Economic Development Coalition of Southeast Michigan
- Great Lakes Entrepreneur’s Quest
- Jackson-The Enterprise Group
- MichBio
- Michigan Economic Development Corporation
- Michigan Small Business & Technology Development Center
- Michigan SmartZones
- Michigan Venture Capital Association
- University of Michigan
- Washtenaw Community College
- Washtenaw County and Local Units of Government
- Washtenaw County ETCS
- Ypsilanti Area Chamber of Commerce
- Ypsilanti Area Convention & Visitors Bureau
- Ypsilanti Gateway CEDC
thank you for your financial support

20/20 Communications
360 Advisors
Absolute Title
Airfoil Public Relations
Airport Boulevard Associates
Airport Industrial Center
Alcos - Mundus & Mundus, Inc.
City of Ann Arbor
Ann Arbor Area Board of Realtors
Ann Arbor Area Chamber of Commerce
Ann Arbor Charter Township
Ann Arbor Downtown Development Authority
Ann Arbor News
Ann Arbor/Ypsilanti Local Development Finance Authority
Atwell-Hicks
Audatex
Auto Knowledge LLC
Bank of Ann Arbor
Phil Barr
Bob Bastien
Biotechnology Business Consultants
BraveSoft Technology
Brian Tolle Consulting Group
Briarwood Management
Brinks Hofer Gilson & Lione
Chelsea Lumber Company
Citizens Bank
Clarity Quest
Clark Hill, PLC
Collet Consulting
Construction Unity Board
Consumers Energy
DataSmith Consulting LLC
Jane Delancey
DeMattia Development
DesignHub, Inc.
Diagnostic Innovations
Donald Dixon
Dow Foundation
Jon Drabenstott
Dykema Gossett PLLC
E2B Teknologies
Eastern Michigan University
Ecom Consultants, Inc.
ERT Systems LLC
Eyde Properties
Facility Matrix
Factotem
First Martin Corporation
GDI Infotech
Google, Inc.
Grafakti, Inc.
Great Lakes Network Consultants
Greater Michigan Plumbing & Mechanical Co.
Hamztec/TouchStone Innovations
HDL
Health Decisions, Inc.
HealthMedia
Hessenaur & Associates
Home Builder’s Assoc. of Washtenaw County
Home Dog LLC
Jimmy Hsiao
Jim Hume
IBEW 252
Icon Creative Technologies Group
Inner Circle Media LLC
Intermedia
J.C. Beal Construction Inc.
John Avery State Farm
Kantalk.com
Katherine’s Catering
Kirco
Rebecca Lopez Kriss
Lexvista
Linux Box Corporation
Mannik & Smith Group
William Martin
MAV Development Company
McKinley, Inc.
McMullen Company
McNaughton & Gunn, Inc.
Debbie Merion
Michael Pender
Michigan Information Technology Center
Michigan Life Science Network
Miller & Associates
Milliken Realty Co.
Northfield Township
Northwestern Capital Partners LLC
NuStep, Inc.
Kevin O’Brien
Pair of Docs Consulting
Josy Parrotta-Marck
Performance Management Group
Peter Allen & Associates
Pfizer, Inc.
Phoenix Company
Pittsfield Township
Pixel Velocity Inc.
 Plumbers and Pipefitters Local 190
Polyergic Informatics LLC
Power Marketing
PR Newswire
Pure Visibility
Raj Paul Consultants
Rand Construction Engineering, Inc.
re: group
Rezult Management Group
Rick Reid
Reinhart Commercial Realty
Residual Partners
Rudolph / Libbe, Inc.
S.I. Company
Saint Joseph Mercy Health System
Salesforce.com
City of Saline
Saline Lectronics
Scicom
Scio DDA
Servant Systems, Inc.
Robert Shannon
Peter Smith
Soar Technology, Inc.
Softura
Superior Township
Swisher Commercial Technical Alternatives
The Marketing Tree
Toyota
United Bank & Trust
University Bank
University of Michigan
U-M Medical School
Joel Vergun
Village of Manchester
Vision Interface Technologies
Vision Solutions International
Visual Collaboration Technology
Washtenaw Intermediate School District
Washtenaw Contractors Association
Washtenaw County
Washtenaw County ETCSS
Workplace Partners LLC
Young Basile Hanlon MacFarlane & Hemholdt
Ypsilanti Township
City of Ypsilanti
Ann Arbor SPARK is a partnership of government, public organizations and private companies. The members of our Board and Executive Committee are leaders in the Ann Arbor area’s higher education, business, government and entrepreneurial sectors.

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201 South Division St., Suite 430, Ann Arbor, Michigan 48104  734-761-9317  888-772-7501

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