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State's made solid gains. More work ahead.

BLM rolls out new Michigan Turnaround Plan and public awareness campaign

DETROIT, Mich., April 3, 2014 — Five years after the launch of its strategy for growing Michigan's economy, Business Leaders for Michigan (BLM) today unveiled plans for continuing the state's progress toward more jobs, higher incomes, and a healthy economy.

"About one-third of the original Michigan Turnaround Plan has been accomplished, with impressive results," said Jeff M. Fettig, Chair, Board of Directors, Business Leaders for Michigan and Chairman & CEO, Whirlpool Corporation. "Michigan's made significant gains in employment and income growth, and our GDP and population are coming back up too. But our competitors in the U.S. and across the world aren't standing still. We've got to pivot, refresh, and realign behind an updated strategy that reflects current realities."

The updated Michigan Turnaround Plan (MTP) is a fact-based roadmap to help Michigan become a Top Ten economic competitor. First released in 2009, the MTP was developed by the state's top business and education leaders.

BLM president & CEO Doug Rothwell noted the updated plan and campaign for connecting it with Michigan residents and communities is crucial this year.

"With the gains Michigan's made, it would be easy to breathe a sigh of relief and carry on as we always have," Rothwell said. "But the simple truth is, Michigan can't afford to do that anymore. The world has changed, and we need to keep our collective feet on the gas so we don't fall behind again."

Rothwell said having a shared playbook helps people and organizations move forward together to grow a stronger state.

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“Michigan needs a strong plan to achieve its goals—a plan that unites people and transcends political terms of office,” Rothwell said. “During an election year, it’s critically important for state residents to support strong leaders who will back policies necessary to the state’s growth. We hope that voters will keep the plan in mind when they’re talking to candidates and making decisions during the coming election cycle.”

The updated Michigan Turnaround Plan is organized into three key areas for the state to *compete, invest and grow*.

- **COMPETE:** Michigan has made strong gains toward rebuilding its competitive position. The updated MTP builds on those gains by recommending continued modernization of the state’s business tax system, debt reduction, measures that boost fiscal stability, greater cohesion attracting and growing jobs, and more stable and collaborative local government.
- **INVEST:** The MTP recommends boosting state investment in infrastructure and education—two key areas that help grow a healthy sustainable economy. The Plan calls for high school graduation to be tied to meeting college or career readiness benchmarks, Top Ten college affordability, increasing the number of workers with education and training beyond high school, growing school-to-work transition experiences and the tracking of college placements.
- **GROW:** The MTP lays out strategies for creating a culture that breeds innovation and long-term prosperity. It suggests ways the state can build on its assets to create a New Michigan economy. It also highlights the importance of a thriving Detroit, the need to welcome new talent from across the U.S. and around the world and steps to position Michigan as a center of innovation.

“Michigan will be a winner, if we implement the revised MTP with the same determination and resolve of the past five years,” Rothwell said. “We have to keep our competitive edge sharp and implement strategies that make good sense. Complacency is Michigan’s enemy.”

A full copy of the Michigan Turnaround Plan is available at

<http://www.businessleadersformichigan.com/media-center/2014-michigan-turnaround-plan.html>.

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