



Media Kit

LAST UPDATED: May 2017

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I. What is Automation Alley?

Automation Alley is Michigan's leading nonprofit technology and manufacturing business association, connecting industry, academia and government to fuel Southeast Michigan's economy and accelerate innovation. Automation Alley focuses its efforts on innovation and technology, entrepreneurship, talent development, defense and international business, providing resources, funding and actionable intelligence to help members grow and prosper in the digital age.

II. Our Mission:

The mission of Automation Alley is to position Southeast Michigan as a global leader in Industry 4.0 by helping our members increase revenue, reduce costs and think strategically as they keep pace with rapid technological changes in manufacturing.

III. Our Vision:

Southeast Michigan is the leading applied technology and innovation region in the world.

IV. Services:

Business Growth

From networking events and educational workshops to trade missions and defense industry consulting, Automation Alley helps its members discover new avenues for growth.

Entrepreneurship

Automation Alley's team of experts helps guide startups from concept to commercialization and helps early-stage and second-stage businesses get to the next level of success.

Talent and Training

Automation Alley partners with industry leaders and local educational institutions at all levels to help grow Southeast Michigan's talent pipeline.

Innovation and Technology

Automation Alley provides local businesses with access to cutting-edge technology, as well as training and expertise to bring the workforce up to speed.

V. Programs:

Industry 4.0 Initiatives

Industry 4.0 is the convergence of digital and physical technologies currently disrupting the manufacturing industry. Automation Alley is a critical resource as companies chart a course toward advancements in manufacturing. Automation Alley helps companies develop strategies to navigate Industry 4.0, guide the adoption of Industry 4.0 technologies and ensure small and medium manufacturers are prepared for this massive industry shift.

Trade Missions

Automation Alley's trade missions lead Michigan companies to international and domestic locales, introducing small to medium-size businesses to new high-growth markets and opportunities to expand and diversify their product, service and technology offerings. These missions are results-driven and have generated more than half a billion dollars in export sales for local companies.

International Business Center

Automation Alley's International Business Center, located inside Automation Alley Headquarters in Troy, Mich., provides 90 days of complimentary soft-landing space for foreign companies to use as a home base while exploring opportunities to do business in Southeast Michigan. The 3,200-square-foot space includes meeting rooms and private and open office space featuring laptop worktables and other business resources.

The 7CS™

Automation Alley's 7Cs™ program helps growing technology and advanced manufacturing companies structure for success by becoming better from the inside out. Our entrepreneurship experts guide program participants through a customized seven-step process that includes intense coaching and a firm commitment from Automation Alley to invest resources and capital. The 7Cs™ is best suited for businesses looking for development and growth strategies and those seeking accelerated commercialization of products, services or technologies.

Defense Programs

Automation Alley offers assistance to local companies looking to diversify into the defense industry through its relationships with defense industry leaders. These relationships provide multiple access points for companies to approach the industry and determine where to focus efforts to get results, whether that is with the Department of Defense, defense-sector OEMs or elsewhere.

VI. Signature Events

Technology Industry Outlook

At the Technology Industry Outlook, Automation Alley debuts and discuss the key findings of its annual Technology Industry Report, a tool for branding and promoting Southeast Michigan as a center for cutting-edge tech companies and highly skilled workers. The report highlights how Southeast Michigan stacks up against other major technology hubs across the nation and provides a regional economic forecast.

Integr8™

Integr8™ is Automation Alley's interactive, cross-discipline global Industry 4.0 conference focused on the integration of the eight technologies currently disrupting the manufacturing process: cybersecurity, big data and artificial intelligence, additive manufacturing, advanced materials, robotics, the Industrial Internet of Things, cloud computing and modeling, simulation and visualization. The conference focuses on advancing attendees' knowledge and understanding of Industry 4.0 to help companies enhance their global competitiveness. The conference attracts 500 tech and manufacturing professionals from around the region and world and includes speakers, panels, a technology expo and more.

VIII. Awards and Recognition

Economic Development Partner of the Year (2014)

The Macomb County Department of Planning & Economic Development named Automation Alley the Economic Development Partner of the Year at the 2014 Macomb County Business Awards for its efforts to help Macomb County companies grow and prosper.

President's "E Star" Award for Export Service (2013)

The President's "E Star" Award recognizes continued efforts in export expansion. At the time of the award, Automation Alley was the only nonprofit organization in the Midwest to have received the "E-Star" Award since the award was authorized in 1969.

Detroit Business Leaders' Briefing at the White House (2012)

Automation Alley was invited to attend the Detroit Business Leaders' Briefing, organized by the White House Business Council and Business Forward, at the White House in Washington, D.C. The purpose of the briefing was to discuss ways the administration could work with the Detroit business community to create jobs and grow the local economy as well as to highlight the administration's current programs and resources in these areas.

MarCom Gold and Platinum Awards (2012, 2013)

The MarCom Awards are an international creative competition judged by a panel of marketing and communications professionals from around the world. Automation Alley earned a MarCom Gold Award for the 12th Annual Automation Alley Awards Gala promotional materials along with two Platinum Awards — the MarCom Awards' highest honor — for the Automation Alley 2011 Annual Report and the Automation Alley Defense Brochure. Automation Alley was also the recipient of two Gold Awards in the MarCom 2013 competition for the 13th Annual Awards Gala marketing materials and the 2012 Annual Report.

SEMCOG's Regional Ambassador Award (2010)

The Regional Ambassador Award is the highest honor given by the Southeast Michigan Council of Governments (SEMCOG) for individuals and organizations making unique contributions to the quality of life in Southeast Michigan. Regional Ambassadors seek to support and influence those working beyond their own sphere of authority in order to develop a shared investment in the success of Southeast Michigan.

President Barack Obama's Forum on Jobs and Economic Growth (2009)

Attended by Executive Director Ken Rogers, this event was an opportunity for the president and his senior administration officials to meet with small business owners, business leaders, academics, mayors and representatives from nonprofits to hear their ideas for continuing to grow the economy and putting Americans back to work.

President's "E" Award for Export Service (2008)

The President's "E" Award recognizes the significant contributions that companies and organizations have made to increasing American exports and is the highest honor presented to exporters. The "E" Award for Export Service is awarded to organizations that may or may not export directly, but which assist or facilitate export activities.

CEO Award of Excellence in Economic Development (2008)

This award was given to Executive Director Ken Rogers and Automation Alley for growing businesses and creating jobs in Southeast Michigan, as well as diversifying Michigan's economy.

Michigan Diversification Celebration's Outstanding Diversification Achievement Award (2007)

This award honors those companies, economic development organizations and individuals who have made a significant contribution to diversifying the economy of Michigan.