



## CITY OF PLAINWELL

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### **NEWS RELEASE**

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### **Local Plainwell Business Selected to Receive Support Under MEDC Pilot Program**

Conestoga Rovers and Associates, Inc., who is soon bringing jobs into the Plainwell community and serves as the City of Plainwell's partner in the Mill redevelopment, has been selected to receive business development support through the Pure Michigan Business Connect Economic Gardening Pilot Program being offered by the Michigan Economic Development Corporation. CRA is one of 54 small and midsize companies from around Michigan that have been selected.

"We are very pleased to be selected to take part in the Economic Gardening Pilot Program and look forward to getting support that will help us identify and pursue opportunities for growth," Wayne Bauman said who is Vice President of the company. "We have a great commitment to the Plainwell community where we have relocated our construction headquarters, and see this opportunity as a benefit not only to our company, but to the economies in Plainwell and Michigan as well."

The program will be administered through the Cassopolis-based Edward Lowe Foundation and will include four areas of support: strategy and management; market research/competitive intelligence; Internet and social media strategy; and geographical information systems to help identify potential customers in other states.

"The goal of this program is to help these second-stage companies grow and in turn, generate new private investment and create new jobs for Michigan," MEDC CEO and President Michael A. Finney said. "The program is part of our toolkit for economic gardening that's built on Michigan's broad asset base of strong corporate enterprises, innovative entrepreneurs and rich technology resources."

The 54 companies were selected by an independent review board from a pool of 108 nominees that were submitted by local economic development representatives from throughout Michigan. The companies were chosen based on the type and size of the markets they serve, their growth potential, and their likelihood of benefitting from the service.