

ADCRAFT

APRIL 28 LUNCHEON REPORT

Governor Granholm Inspires Adcrafters

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Every governor of the state of Michigan has spoken to the Adcraft Club at some point, and many members were eagerly anticipating incumbent Jennifer Granholm's visit. Known to be an excellent public speaker, Granholm received a standing ovation when she last spoke to Adcraft as Michigan's attorney general. She brought the group to their feet once again at the Troy Marriott on April 28.

An overarching theme of the governor's speech was that of rebranding Michigan. She noted that the state plays a critical role in the shift to a global economy. As a large part of this trend, we need to change our local economy and our image. She then went on to highlight the ways her administration is working to accomplish this.

As she stepped down from the podium and circulated among the crowd, Granholm spoke about employment. She discussed details of her \$6 billion plan to create and retain jobs in Michigan. The MI Opportunity Partnership focuses heavily on the



The Gov at Adcraft!

Governor Jennifer Granholm took a moment before her inspirational speech to Adcrafters to pose with, from left, Adcraft Club Board Member Jim Palmer, president and managing director, Campbell-Ewald; Adcraft President Michael Wright, senior vice president, group account director, Cadillac, Leo Burnett Detroit; and Adcraft Past President Jan Starr, executive vice president, managing director, Ogilvy & Mather Detroit and president of the Michigan Advertising Industry Alliance.

many vacancies in the healthcare industry, as well as skilled trades. It will also create 37,000 construction jobs over the next two to three years as the state's roads are being repaired.

Granholm also touched on her educational initiatives. Since states with high numbers of college graduates have low unemployment rates, the governor has established a goal of doubling the number of college grads in Michigan over the next 10 years. To help make this happen, she is introducing a plan wherein each college student native

to this state would receive a \$4,000 scholarship to attend school here. On a related note, Granholm then recognized the group of 10 Adcraft Scholarship recipients who were in attendance.

The governor went on to talk about the importance of tourism to our state, and how advertising and marketing serve key functions in that initiative. She showed a McCann Erickson-produced promotional clip about Michigan which referred to the state as "Your True North" and focused on its natural beauty.

Finally, Granholm addressed the group as, literally, a group of ad-crafters. "Those of you who craft image ... cause people to think differently," she said. People in advertising have the ability to shape opinions, she continued, "... and so, with the power vested in me by the State of Michigan, I hereby deem you all ambassadors of our magical state." And with a gracious smile and nod, the governor was off to inspire her next audience.



ESPN Properties presented two lucky Adcrafters with tickets to Detroit Pistons and Red Wings playoff games at the April 28 luncheon meeting. Pictured, left to right, are Adcraft Past President Susan Kiltie, ESPN Properties; Adcrafter Lori Monacelli, SF Design, who won the Pistons tickets; Adcraft Scholarship recipient Nicholas Van Wagnen, College for Creative Studies, who took home the Wings tickets; and Adcrafter Joanne Engels-Welsh, ESPN Properties.