

Campbell Ewald Announces Move to Detroit

by Jim Stickford

The Warren-based and internationally-known advertising agency Campbell Ewald announced on March 6 that it will be moving to a new headquarters in downtown Detroit in January 2014.

Bill Ludwig, chairman and CEO of the agency, said that after 35 years in Warren Campbell Ewald would be relocated to the old J.L. Hudson Warehouse by Ford Field on 2000 Brush Street. They will be occupying five floors and have more than 600 employees at that location.

"This is a historical and defining moment for Campbell Ewald," Ludwig said. "Detroit is a hotbed of aspiring creative and entrepreneurial talent and we want to be part of that energy, and participate in the city's comeback. With this space, we will bring our employees together in a collaborative, idea-inspiring atmosphere that fuels creative energy which will result in game-changing ideas for our clients. CE was founded in Detroit 102 years ago, and this is where we want to spend the next 102 years."

Ludwig said the relocation marks an important new chapter for the agency. Once labeled "Chevy's ad agency," Campbell Ewald parted ways with Chevrolet in 2010, after 91 years. Since then the agency has diversified its client base and increased growth. This year already, they have signed Zipcar as a client.

Other recent additions to their roster are PIMCO, Consumers Energy and the University of Michigan.

The architect for the interior space is Neumann/Smith, a Southfield-based firm. The goal is to create a modern workspace that encourages greater interaction and ideation. There will be an open layout with numerous common areas and gathering spaces. Neumann/Smith has worked with Taubman Centers, Blue Cross and done work at the historic Madison Building.

"The first time I walked in this building, I thought 'this is Detroit,'" Ludwig said. "The steel, the bricks and cement capture a city known for hard work, perseverance, determination and resilience. I feel this building is emblematic of Campbell Ewald's culture, as well. We have always been determined. Our creative energy is authentic. And we have certainly learned a lot about resilience over the years."

Warren Mayor Jim Fouts said he wasn't formally notified until 10:30 a.m. on March 6, the day after the story broke.

"I feel blindsided," Fouts said. "I was very disappointed to hear the announcement. I feel that Warren has a lot to offer."

Fouts said that when he spoke to Campbell Ewald CFO Joe Naporano, he was told that the move to Detroit had nothing to do with Warren or city services.

"It is, apparently, all cultural,"

Fouts said. "I was told they want to be a part of that downtown environment and take advantage of open spaces and such."

Fouts said he had met with agency leaders and city officials worked on potential financial incentives, including a re-evaluation of the building's history. They found it was older than originally thought and as a result, the city assessor reduced the building's true cash value to \$2.9 million, lowering the agency's tax burden.

He also said that Detroit has many problems, not the least of which is, even if Mayor David Bing is re-elected, Gov. Rick Snyder is still going to appoint an emergency manager.

Detroit also has an income tax on workers and a 2 percent corporate income tax that Warren doesn't have, Fouts said. He added that Warren's crime is down, and they've added police officers, ambulances and fire trucks to the city fleet.

"Naporano told me that because Warren had done all that it did for the agency, that he expects that they will be able to attract another blue chip company to their building on Van Dyke."

Agency spokesperson Kelly Barnes said that as long as the agency owns the Van Dyke building they will keep some workers there. Fouts said the building is in excellent shape, having just been refurbished and having a new roof put it.



Campbell Ewald, 30400 Van Dyke

"It's a great building for a blue chip company to move to," Fouts said. "Especially if they need a conference room that can seat 45 people. Naporano said he was bullish and upbeat about Warren and the business community here. 'He said they will leave a strong business presence in their building even after they sell it.'"

Fouts to Address State of the City On Wednesday

Warren Mayor James Fouts will deliver his state of the city address on Wednesday, March 13, at the Andiamo Banquet Center, 7096 East 14 Mile Road.

The event begins at 11 a.m. and goes until 1:30 p.m. A lunch will be served at 11:30 a.m., and the mayor will speak afterward.

Tickets are \$25 for Macomb Chamber of Commerce members, Warren residents and city employees. For more information, call Contact Jeffrey Wasser at 586-493-7600.

WSO to Perform 'Masterworks' by Famed Composers

The Warren Symphony Orchestra is holding a concert on Sunday, March 17, at 3 p.m. at the Warren Woods Tower High School featuring Beethoven's Fifth Symphony.

The concert, part of the WSO's 40th anniversary celebration, will also feature the works of Giochino Rossini, Antonin Dvorak and Aaron Jay Kernis.

WSO Music Director Gregory Cunningham, who has been with the orchestra for three years, said the concert highlights four masterworks of composers who were innovators in the history of symphonic music.

Cunningham said these particular works offer "a very diverse sampling of compositions for orchestras of many sizes and instrumentations, including works for strings alone, winds alone, and two of the more iconic orchestral pieces by Beethoven and Rossini that still exert a degree of influence on the musical landscape of the U.S. in the 21st century."

The cost of tickets is \$23. Seniors and students will receive a discount, and youths can attend for free.

There will be a pre-concert lecture by Dr. Jessica Payette, assistant professor of musicology at Oakland University.

The topic of the lecture will be how Beethoven became the most revered composer of the 19th century.

For more information, call 586-754-2950, or send an email to warrensymphony@warrensymphony.org.

EITC of Warren, Wins 'Training Award'

by Ross Raybin

A Macomb County trade school was recently recognized for the work they do preparing and incorporating students into jobs in their field.

IBEW-NECA Electrical Industry Training Center (EITC) in Warren received the "Champion of Workforce Development" award during the first-ever Macomb Business Awards last month.

"We greatly appreciate the recognition from the community," said Tom Bowes, assistant director of education and outreach at the center. "We're one of the best kept secrets in the Metro Detroit area."

EITC has been around for almost 100 years and is associated with the International Brotherhood of Electrical Workers (IBEW), Local 58 and the South-eastern Michigan chapter of the National Electrical Contractors Association (NECA).

"We're part of a network of 250 training centers across the U.S.," said Bowes. "We've worked co-op (IBEW, NECA, Local 58) since 1924."

EITC is known for its unique apprenticeship and training, as well as their continued certification and specialty training.

According to Bowes, the apprenticeship program is designed to allow students to attend school a few days a week and the rest of the time they're out in the field getting on the job experience and training.

"Unlike a community college or other schools, we don't start a person in a program unless we have a job to send them to," he said. "The number of people we accept into the program is a function of the economy. It's based on market and demand."

EITC offers three programs; a five-year wireman program and

three-year installer/technician programs.

The center also incorporates green technology into its program to make sure students are prepared for all types of scenarios in the real world.

"Our trade continues to evolve," said Bowes. "It's amazing because one day I'll teach a skill that's 100 years old and the next I'll teach something that's not been around for five years."

EITC offers continued education for students who have completed their respective programs. They have continued certificate and specialty programs available.

"We offer continued education for licensed electricians in Michigan," said Bowes. "They need to keep up to date on certificates to keep their license current."

Another unique aspect of EITC is the way they're funded. They're privately funded so they don't have to worry about cuts at the state or federal levels.

According to their website, the IBEW NECA team commits more

than \$100 million every year to training. That's on a national scale.

"Unlike some schools we don't have to depend on state and federal funding," said Bowes.

According to a press release from the county, the training center was recognized for their apprenticeship program and ongoing education for its members, preparing them for advances in technology.

They were also nominated in the "Energy Efficiency Expert" category but General Dynamics Land Systems, in Sterling Heights, took home that award.

"A lot of people think that apprenticeships are a thing of the past," said Bowes. "They're a great way to learn and earn a living at the same time."

For information on EITC visit poweringmichigansfuture.com.

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