

WWOCAR Advances Jump Start Michigan Program

WWOCAR's Jump Start Michigan (JSM) initiative is getting the attention of local legislators and communities. The JSM has taken on a critical importance in our communities as our economy falters and our unemployment rate climbs.

WWOCAR's JSM project has WWOCAR acting as a resource partner to state and national legislators and to the media to bring a keener focus on the Michigan economy. The project analyzes current opportunities that are not being utilized, as evaluates the development of new business-oriented incentives with a goal of creating new jobs in the Association's market territory.

In a recent news release, WWOCAR President Elect and Jump Start Michigan Chair Gary Reggish stated that the JSM program could be one of the most important projects that WWOCAR can do for its members. With the State legislature looking for new revenue sources and working with the delicately balanced State of Michigan budget, it's sometimes hard to discern the opportunities that lie before you. Reggish stated that by bringing the people together that can make a difference for the smaller opportunities at hand we might be able to create pockets of employment where there are none currently.

The Jump Start Michigan report has been received favorable by over a dozen Michigan legislators and business organizations, including local Chambers of Commerce.

Local Media Recognizes WWOCAR's Jump Start Michigan Initiative.

The Observer & Eccentric newspapers recently wrote a five-column article about the Jump Start Michigan initiative. [Click here to read the article.](#)

With the local and statewide elections behind us, the JSM Advisory Council is beginning to ramp up their efforts to promote the program through legislative and media efforts. You, too, can help WWOCAR by letting us know of any projects that you know of that would further the goals of the program. To obtain specific information, please go to the JSM web site (<http://www.jumpstart-michigan.com>) and view the objectives and goals of the program.