

MAComb-OU **INC**ubator

Incubate. Innovate. Accelerate.

CLIENT COMPANY SPOTLIGHT

LOGICOUL SOLUTIONS COLLABORATES WITH THE OU SCHOOL OF ENGINEERING & COMPUTER SCIENCE FOR STUDENT TALENT

Macomb-OU INCubator client company LogiCoul Solutions has recently leveraged the strong relationship between Mac-OU INC and Oakland University's School of Engineering and Computer Science (SECS) by engaging with the senior design course. LogiCoul Solutions is an early-stage company with the technology of sending signals to batteries to improve performance.

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MAC-OU INC HAPPENINGS

VELOCITY HUB LAUNCH OF THE MICHIGAN CYBER RANGE

Leaders from the State of Michigan, Macomb County, City of Sterling Heights, Oakland University and Merit Network, Inc. gathered alongside about 200 attendees the morning of Friday, March 18, for an official launch event to signify the grand opening the Velocity Hub of the Michigan Cyber Range in Sterling Heights.

The Velocity Hub was developed by the Macomb-Oakland University INCubator in collaboration with the Michigan Defense Center of the Michigan Economic Development Corporation, Macomb County Department of Planning & Economic Development and the City of Sterling Heights. It is the first Michigan Cyber Range hub to be connected to an MEDC SmartZone and a business incubator.

This secure, unclassified hub has a focus on certificate training courses for more than 20 cyber-security disciplines, in depth product-validation penetration testing on early-stage connected products with security best-practice checklist reviews, and rentable virtual space within the secure sandbox environment. Mac-OU INC houses and manages the Velocity Hub, which is powered by Merit.

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L to R: Brigadier General Michael Stone, Assistant Adjunct General-Installations, Michigan Army National Guard; James Jackson, Regional Representative, Office of Senator Gary C. Peters; Dr. Betty Youngblood, Vice President, Strategic Planning/President, Macomb Outreach, Oakland University; Mayor Michael Taylor, City of Sterling Heights; Pam Lewis, Director, New Economy Initiative; Dr. William J. (Joe) Adams, Vice President, Research & Cyber Security, Merit Network; Steve Arwood, Executive Vice President & Chief Operating Officer at Michigan Economic Development Corporation; Larry Herriman, Interim Executive Director, Macomb-OU INCubator



MARCH 2016

UPCOMING EVENTS

Capital Raise Meetup

Mike Brennan, Mac-OU INC's Capital Strategist
April 5, 9:30 - 11 a.m.

Starting Up

Mark Ignash, Mac-OU INC's Client Support Administrator & Strategist
April 7, 9:30 - 11 a.m.

Explore Speaker Series: Millennial Entrepreneur Jesse Ford

Best of MichBusiness
April 12, 8 - 9:30 a.m.

Lean Green Belt Certificate

Oakland University Professional & Continuing Education
April 12 - June 14

SBIR/STTR Proposal Prep for DoD, Plus Meet with Navy Reps

BBC Entrepreneurial Training & Consulting
April 21, 8:30 - 2:30 p.m.

EVENTS OF INTEREST

Bid Targeting System & Proposal Writing Services Grant Program

Michigan Defense Center
April 1, 9 - 12:30 p.m.

Michigan Defense Expo

National Defense Industrial Association
April 27 - 28

NEW SEMINAR SERIES: STARTING UP

Do you have a high-tech startup? How about an early-stage, growth-based business? Do you seek to become an entrepreneur by turning your innovative idea into a business?

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LEAN GREEN BELT COURSE OFFERING FOR APRIL 2016

As part of Oakland University's Lean Diversification Program and endorsed by the Michigan Lean Consortium, the Macomb-OU INCubator is offering a Green Belt Certificate Program for business managers looking to develop excellence, nurture innovation, efficiently allocate resources, and eliminate waste.

In light of the Michigan Lean Consortium's endorsement, participants can be assured they are receiving the highest quality of Lean training. In addition, this course was chosen by the State of Michigan to be the official Lean training through the Good Government Initiative for two consecutive years.



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CLIENT NEWS

COLIANT GROUP CREATES MULTIPLE JOBS

Our client companies are expanding at a rapid pace! Coliant Corporation recently made three new hires in addition to three new interns. We are pleased to extend a warm welcome to the Velocity Center!

- Hank Bianchi - Engineering
- Jeremy Daley - IT Intern
- Jason Kaufman - Account Manager
- Claudia Krygier - Engineering Intern
- John Lambie - Program Manager
- Charles Morton - Engineering Intern
- Jacob Priehs - Production

*Coliant*GROUP

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EXECUTIVES-IN-RESIDENCE NEWS

EXTENDING A WARM WELCOME TO THE NEW EXECUTIVES-IN-RESIDENCE!

Mac-OU INC is pleased to announce an expansion to the Executive-in-Residence (EIR) program! Due to numerous requests from client companies for expertise in marketing and homeland security, Mac-OU INC has added two new EIR's: Jimmy Gwizdala and Paul Barnard. Jimmy is the founder of Hunch Free, a full-scale digital marketing agency based in Mt. Clemens. Paul Barnard has a combined 40 years of government and corporate security experience, most recently serving as Command Security Officer for the U.S. Army TACOM LCMC.

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BUTZEL LONG: "FOR THE FIRST TIME, EEOC SUES PRIVATE EMPLOYERS FOR 'SEX DISCRIMINATION' BASED ON SEXUAL ORIENTATION"

On March 1, 2016, the Equal Employment Opportunity Commission (EEOC) filed two lawsuits against Baltimore and Pittsburgh based companies claiming those employers

Supervisory Skills Series

Michigan Manufacturing
Technology Center
May 10, 11, 17 & 18

Government Contracting 101

Macomb Regional PTAC
May 12, 9 - 12 p.m.

Dual-Use Technology Briefing

Macomb Regional PTAC
May 19, 9 - 2 p.m.

Small Business, Big Threat: Cyber Security Awareness Workshop

Michigan Small Business
Development Center
May 19, 10 -

discriminated against employees based on sexual orientation. This marks the first time that the EEOC has sued a private employer under the theory that "sexual orientation" discrimination is a form of "sex discrimination."

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ACCUTRAK CONSULTING & ACCOUNTING: "WHY INCOME TAX LIABILITY CAN BE A GOOD INDICATOR"

The average business owner prefers not to owe taxes. However, income taxes are usually assessed on net income. Net income is a pre-qualifier for acquiring capital. When it comes to paying income taxes, business owners could find a better use of their cash. Purchasing new equipment, acquiring more training, or even a nice family vacation are likely more desirable uses of cash.

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JIM RUMA: DEFENSE EVENT OF INTEREST

U.S. Army Tank Automotive Research, Development & Engineering Center (TARDEC) 2016 Industry Days

April 26 - 27, 8 a.m. - 5 p.m.

John Lewis Conference Center at Macomb Community College

Registration: [Please visit the online attendee registration site](#)

Industry Days serve as a forum to provide information on TARDEC's ground vehicle systems technology focus to include technology roadmaps, planned spending and opportunities for collaboration with industry, academia and other government partners. Presentations by TARDEC Technology Directorates will be augmented by the ability for participants to sign up for individual meeting times with technology leads for open discussion. Specific topics include TARDEC's 30-year strategy update; individual technology area's funded/future projects review (power and energy, mobility, survivability, robotics and autonomy, vehicle electronics and architecture, and others); and the opportunity to meet face-to-face with TARDEC Technology Leads, including leads from Business Development, Chief Scientist, National Automotive Center, and others.



Macomb-OU INCubator at Velocity Collaboration Center
6633 18 Mile Road, Sterling Heights, MI 48314
Phone: (586) 884-9320 | macINC@oakland.edu



Wednesday, March 30, 2016 - March 2016 Newsletter: Client Company Spotlight: "LogiCoul Solutions Collaborates with the OU School of Engineering & Computer Science for Student Talent"

Macomb-OU INCubator client company LogiCoul Solutions has recently leveraged the strong relationship between Mac-OU INC and Oakland University's School of Engineering and Computer Science (SECS) by engaging with the senior design course. LogiCoul Solutions is an early-stage company with the technology of sending signals to batteries to improve performance.

OU senior-level engineering students are required to complete the senior design course, which brings together mechanical, electrical and computer engineering students to work on real-world projects that demand the skills and knowledge of each of their disciplines. This course is now completed in the new SECS building's Senior Design Laboratory.

This laboratory within the SECS building stands at an impressive 3,000 square feet and two stories tall. With a maximum of eight students per group, the 14 work stations are complete with a full suite of electrical equipment and communication capabilities with the nearby machine shop.¹

Currently completing hardware and software research and development (R&D) for this startup battery company includes the following students: Zachary Charter, computer engineering; Ionatan Crisan, computer engineering; Michael Grinols, mechanical engineering; Murad Hussein, electrical engineering; and Depak Thapa, electrical and computer engineering.

"Collaborating with LogiCoul for our senior design project at Oakland University has provided all of us with a unique opportunity to gain real-world engineering experience working on a cutting-edge innovation in the field of battery technology," Zachary said, on behalf of the entire student team.

"I am delighted by the positive atmosphere around our collaboration with OU, starting with the faculty and communicated to the students. This joint development work was very helpful to our company, and we hope to continue this cooperation to the benefit of both parties," Dr. Victor Stancovski, CTO of LogiCoul Solutions, said.

LogiCoul Solutions has developed a unique, proprietary technology (U.S. Patent 8,487,627) called Interfacial Process Stimulation (IPS), which improves the performance of a rechargeable battery without modification to the battery itself. Normal battery-operating performance is insufficient for today's high-demand applications due to the low percentage of the full energy potential in the battery that is utilized during discharge. LogiCoul's laboratory test results demonstrate significant performance improvements for the rechargeable battery applications, regardless of battery chemistry.

The LogiCoul test data shows that IPS lowers battery impedance which translates into 25 to 45 percent more usable energy from the battery during a single discharge cycle. The LogiCoul Solutions process will mean more usage for today's power-hungry smartphones before they lose power and greater range for electric vehicles currently on the road. For more information on LogiCoul Solutions, email to info@logicoul.com.



¹SECS News: "**Senior design projects benefit Leader Dogs for the Blind**" by Kaylee Kean

Tuesday, March 29, 2016 - March 2016 Newsletter: Mac-OU INC Happenings: "Velocity Hub Launch of the Michigan Cyber Range"

Leaders from the State of Michigan, Macomb County, City of Sterling Heights, Oakland University and Merit Network, Inc. gathered alongside about 200 attendees the morning of Friday, March 18, for an official launch event to signify the grand opening the Velocity Hub of the Michigan Cyber Range in Sterling Heights.

The Velocity Hub was developed by the Macomb-Oakland University INCubator in collaboration with the Michigan Defense Center of the Michigan Economic Development Corporation, Macomb County Department of Planning & Economic Development and the City of Sterling Heights. It is the first Michigan Cyber Range hub to be connected to an MEDC SmartZone and a business incubator.

The State of Michigan is strategically executing its Michigan Cyber Initiative, including this new hub of the Michigan Cyber Range located at the Velocity Center in Sterling Heights. This secure, unclassified hub has a focus on certificate training courses for more than 20 cyber-security disciplines, in depth product-validation penetration testing on early-stage connected products with security best-practice checklist reviews, and rentable virtual space within the secure sandbox environment. Mac-OU INC houses and manages the Velocity Hub, which is powered by Merit.

At the event, partners involved in the creation and support of the Velocity Hub took the stage to introduce the public-private collaboration and explain the education and training benefits of the hub. Many of the speakers touched on the Velocity Hub's potential economic impact for the region, the importance of cyber-security testing and preparedness, and the future of this ever-expanding facet of the tech industry. A ribbon cutting signified the official opening of the Velocity Hub, followed by an open house and additional demonstrations of the training and testing opportunities available.

"Yet again Macomb County has positioned itself to be a preferred destination for innovation and technology," said Macomb County Executive Mark A. Hackel. "This secure cyber range, the first of its kind in Michigan, will allow businesses to test and validate their connected products. The dynamic relationship between Macomb County, Sterling Heights, and Oakland University continues to produce unique community and economic development opportunities."

"The City of Sterling Heights is proud to be home to this first-of-its-kind cyber hub focused on training and testing in the State of Michigan," said Sterling Heights Mayor Michael C. Taylor. "The Velocity Hub will be tackling cyber-security issues for companies based out of Sterling Heights as well as throughout the world. We know that cyber security will continue to be a pressing topic as technology use continues to expand and change, and now Sterling Heights, Macomb County and the State of Michigan are home to this valuable business resource we believe will attract tech developers to the area."

"The Velocity Hub of the Michigan Cyber Range serves as a strategic intersection, where entrepreneurship and cyber security meet," said Larry Herriman, Interim Executive Director, Macomb-Oakland University INCubator. "Cyber security awareness is on the rise. As the internet continues to evolve, the security of commerce becomes more and more significant. This issue has been, and will continue to be, a problem for anyone conducting business via the internet to address."

For further information about the Velocity Hub of the Michigan Cyber Range, contact Macomb-OU INCubator Interim Executive Director Larry Herriman at (586) 884-9332 or herriman@oakland.edu or the Michigan Defense Center's Cybersecurity & Intelligent Transportation Systems Manager Jennifer Tisdale at tisdalej1@michigan.org. For more information about the launch event, contact Macomb-OU INCubator Marketing & Communications Manager Joan Carleton at (586) 884-9324 or jfcarlet@oakland.edu.



L to R: Sean Carlson, Vice President, Defense & International Trade, Michigan Economic Development Corporation; Nathan Dragun, Director of Cyber Range Development, Merit Network; Dr. William J. (Joe) Adams, Vice President, Research & Cyber Security, Merit Network; Macomb County Executive Mark Hackel; Dr. Betty Youngblood, Vice President, Strategic Planning/President, Macomb Outreach, Oakland University; Brigadier General Michael Stone, Assistant Adjunct General-Installations, Michigan Army National Guard; Mayor Michael Taylor, City of Sterling Heights; Steve Arwood, Executive Vice President & Chief Operating Officer at Michigan Economic Development Corporation; Pam Lewis, Director, New Economy Initiative



U.S. Senator Gary C. Peters



Dr. Betty Youngblood, Vice President, Strategic Planning/President, Macomb Outreach, Oakland University



L to R: Dr. William J. (Joe) Adams, Vice President, Research & Cyber Security, Merit Network; Jennifer Tisdale, Cyber Security & Intelligent Transportation Systems Manager, Defense & Automotive Offices, Michigan Defense Center, Michigan Economic Development Corporation; Larry Herriman, Interim Executive Director, Macomb-OU INCubator

Tuesday, March 29, 2016 - March 2016 Newsletter: Mac-OU INC Happenings: "New Seminar Series: Starting Up: An Introduction to the Entrepreneurial Support Ecosystem in Michigan"

Do you have a high-tech startup? How about an early-stage, growth-based business? Do you seek to become an entrepreneur by turning your innovative idea into a business?

If so, the Macomb-OU INCubator invites you to attend Starting Up, a workshop exploring several of the resources within the State of Michigan to help you start and/or grow your high-tech innovation. From business formation and growth to technology commercialization, there are resources available to help you achieve the utmost success. Items for discussion include business incubators, SmartZones, various support services, university technology acceleration and commercialization, and funding programs.

This free Starting Up series is set for 9:30 to 11 a.m. on the following days: April 7, May 24, June 21, July 19, August 16, September 20, October 18, November 15, and December 20. Mark Ignash, Mac-OU INC's client support administrator and strategist, will provide a formal presentation with a question and answer period. For more tailored information for your company, additional follow-up options include one-on-one appointments at a later date.

The incubator is located in the Velocity building at 6633 Eighteen Mile Road in Sterling Heights. Registration is currently available for **the April 7 session**. Those interested in attending alternate upcoming seminars are asked to contact Joan Carleton at (586) 884-9324 or macINC@oakland.edu.

Tuesday, March 29, 2016 - March 2016 Newsletter: Mac-OU INC Happenings: "Lean Green Belt Course Offering for April 2016"

As part of Oakland University's Lean Diversification Program and endorsed by the Michigan Lean Consortium, the Macomb-OU INCubator is offering a Green Belt Certificate Program for business managers looking to develop excellence, nurture innovation, efficiently allocate resources, and eliminate waste.

Participants will come to understand and apply Lean principles that enable product and service diversification. Topics covered include streamlining processes, maximizing success, developing employees, impacting financial measures, and improving customer satisfaction and value. In light of the Michigan Lean Consortium's endorsement, participants can be assured they are receiving the highest quality of Lean training. In addition, this course was chosen by the State of Michigan to be the official Lean training through the Good Government Initiative for two consecutive years.

Regularly scheduled sessions will run from 9 a.m. to 5 p.m. on April 12, 15, 19, 22, 26, and June 14. The 53 hours of classroom instruction includes an average of two days per week in the classroom, a one-day benchmarking visit for a Lean assessment, and seven weeks allotted for independent completion of individualized projects. Students will earn 5.3 continuing education units and an Oakland University Professional and Continuing Education completion certificate.

Tuition for the upcoming Green Belt Certificate Program is \$1,800. For more information, and to register, visit oakland.edu/macombouinc/lean-diversification or contact Joan Carleton at (586) 884-9324 or macINC@oakland.edu.

Wednesday, March 30, 2016 - March 2016 Newsletter: Client News: "Coliant Group Creates Multiple Jobs"

Our client companies are expanding at a rapid pace! Coliant Group recently made three new hires in addition to three new interns. We are pleased to extend a warm welcome to the Velocity Center!

- Hank Bianchi - Engineering
- Jeremy Daley - IT Intern
- Jason Kaufman - Account Manager
- Claudia Krygier - Engineering Intern
- John Lambie - Program Manager
- Charles Morton - Engineering Intern
- Jacob Priehs - Production

Coliant Group is an award-winning developer of several technologies including Rugged Electrix™, Microclimate Technology™, and Tailored Fiber Placement™, primarily serving the automotive and powersport industries. More recently, Coliant has deepened their relationship with the Department of Defense and are now in negotiations with companies in several industries including sporting goods and aerospace. Presently, Coliant is engaged with more than 10 Fortune 500 companies. Headquartered in Warren, Michigan, Coliant has design facilities in the USA and manufacturing facilities in both the USA and Asia. Visit coliant.com for more information.

Tuesday, March 29, 2016 - March 2016 Newsletter: Executives-in-Residence News: "Extending a Warm Welcome to the New Executives-in-Residence!"

Mac-OU INC is pleased to announce an expansion to the Executive-in-Residence (EIR) program! Due to numerous requests from client companies for expertise in marketing and homeland security, Mac-OU INC has added two new EIR's: Jimmy Gwizdala and Paul Barnard. Jimmy is the founder of Hunch Free, a full-scale digital marketing agency based in Mt. Clemens. Paul Barnard has a combined 40 years of government and corporate security experience, most recently serving as Command Security Officer for the U.S. Army TACOM LCMC.

Founded in 2007, Hunch Free's mission is to empower clients with the technology and data they need to succeed in an increasingly digital world. Touted as more than just a digital marketing agency, Hunch Free uses data science and creativity to solve complex business problems. They have a proven track record of identifying the correct audience, determining their key motivators, and then crafting a message that resonates with them to improve conversions and increase revenue.

At the U.S. Army TACOM LCMC, Paul had oversight on numerous security programs including Information Security, Operations Security, Industrial Security, Personnel Security, Technology & Program Protection, Foreign Disclosure, customized support to PEO ground combat weapons systems and tactical vehicle programs, and TARDEC Research & Development efforts. He maintains contacts with governmental agencies and private organizations. Paul's many certifications include Certified Protection Professional (CPP) through ASIS International and Certified Information Security Manager (CISM) through ISACA. He is also an adjunct Associate Professor for Madonna University in the Criminal Justice and Emergency Management degree programs and adjunct Professor for Macomb Community College in the Public Service Institute. Paul can provide insight, assistance, and mentorship with numerous security concerns and governmental regulatory requirements.

Through the EIR program, Mac-OU INC clients are supported with free services and consultation. Clients benefit collaboratively from 16 hours of free consultation per month from these EIR's, as well as from additional discounts if further engagements are required. EIR's were strategically selected with expertise that is highly needed by businesses, specifically in the areas of legal and accounting, as well as defense to help early-stage companies navigate the complex defense industry. The addition of marketing and homeland security assistance rounds out a thorough offering to meet clients' needs.

For more information on the Macomb-OU INCubator's Executive-in-Residence program, contact Joan Carleton at macINC@oakland.edu or (586) 884-9324.

MAR 04, 2016: FOR THE FIRST TIME, EEOC SUES PRIVATE EMPLOYERS FOR "SEX DISCRIMINATION" BASED ON SEXUAL ORIENTATION



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SHARE

On March 1, 2016, the Equal Employment Opportunity Commission (EEOC) filed two lawsuits against Baltimore and Pittsburgh based companies claiming those employers discriminated against employees based on sexual orientation. This marks the first time that the EEOC has sued a private employer under the theory that "sexual orientation" discrimination is a form of "sex discrimination." This lawsuit forms a part of the EEOC's continuing effort to seek judicial recognition for its argument that sexual orientation discrimination is unlawful under Title VII of the Civil Rights Act of 1964.

Under the plain language of Title VII only "sex" discrimination is considered illegal. So far, however, the Sixth Circuit Court of Appeals, where Michigan resides, has consistently ruled that "sexual orientation is not a prohibited basis for discriminatory acts under Title VII" and that a plaintiff cannot "bootstrap protection for sexual orientation into Title VII." The new EEOC lawsuits were filed in district courts in the Third and Fourth federal circuits in the Northeast. If the EEOC is successful on its lawsuits, it could take some time before the existing precedent changes in the Sixth Circuit.

Employers, however, should be aware that the EEOC continues to accept charges of discrimination relating to sexual orientation in all jurisdictions. Furthermore, numerous counties and municipalities have local rules that prohibit discrimination based on sexual orientation. Given that this area of law remains in flux, employers should consider contacting counsel regarding any questions or policy updates.

If you have any questions about wage and hour issues, please contact the author of this bulletin or your Butzel Long attorney.

Brett Miller
313.225.5316
millerbr@butzel.com

Scott Patterson
248.258.2506
patterson@butzel.com

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Why Income Tax Liability Can be a Good Indicator

Mar 6, 2016 47 views

The average business owner prefers not to owe taxes. However, income taxes are usually assessed on net income. Net income is a pre-qualifier for acquiring capital.

When it comes to paying income taxes, business owners could find a better use of their cash. Purchasing new equipment, acquiring more training, or even a nice family vacation are likely more desirable uses of cash. These items provide some benefit directly to a business and its owners. Some may argue that society as a whole receives value from taxes paid by businesses. However the average entrepreneur is likely to choose spending their hard earned cash on benefits they have more control of, and income taxes is not the most preferred option.

There is a benefit, which is sometimes overlooked, for income tax liability. Income taxes are usually assessed on income. Income is a pre-qualifier to access capital. Lenders rely on the tax returns of businesses and business owners to verify income levels. When a return shows there is no income tax liability, the lender may be led to believe there is little to no income available to repay a loan. On the other hand, an income tax liability is a signal that there may be some level of positive income available to possibly qualify for a loan.

An income tax liability is a good indicator that a business is profitable. Profitability, or net income, increases one's opportunities for access to capital. Access to capital is one of the top concerns for business owners. However, paying income taxes is one of the least desirable uses of cash. That is why some businesses engage experienced CPAs to minimize the actual amount of taxes paid on income earned. Despite the fact that paying income tax is less than desirable, an income tax liability can be a good indicator when trying to access capital.