



November 15, 2011


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## Latest News

### ITCP Students Celebrate Completion of CCNA Training



On Nov. 3, six students from Automation Alley's IT Career Pathways program celebrated a significant career milestone - completion of the nine-month CISCO Certified Network Associate (CCNA) training. IT Career Pathways (ITCP), a partnership between Automation Alley, Oakland Schools and Oakland Community College, provides dislocated workers with information technology training and industry recognized IT certifications. These six students were screened by the ITCP instructors and selected to take this higher-level course because of their technical aptitude. They will now spend a month studying for the CCNA certifying examination, which will officially certify them as network associates. The students are supported with tuition coverage and a paid voucher to take the exam provided by the U.S. Department of Labor. [\[read more\]](#)

### Rick Darbyshire Talks About Automation Alley's Electric Vehicle Charging Station, Future of the Electric Car in Michigan

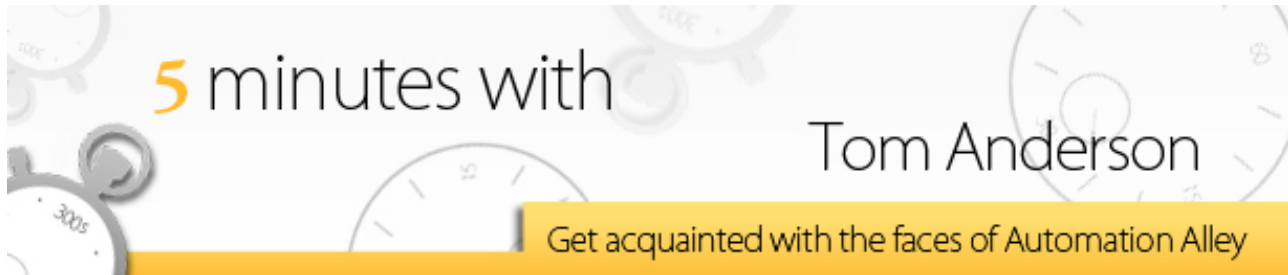
Automation Alley is committed to supporting the growth of the clean tech sector in Southeast Michigan. As a symbol of that support, an electric vehicle charging station was recently installed at Automation Alley Headquarters and is free to use for the first year. Rick Darbyshire, chief financial officer at DASI Solutions, LLC, was visiting Automation Alley for the monthly meeting of Peerspectives, and he took the opportunity to charge his Chevy Volt and to talk about the future of the electric car in Michigan.



Darbyshire has owned his Volt since May and said his decision to purchase the car has more to do with

his interest in the technology than being "green." [\[read more\]](#)

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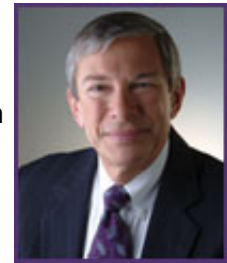


Grab a cup of coffee and take five with the staff at Automation Alley! Get to know all the friendly faces at our Troy headquarters and Sterling Heights defense office in this E-Newsletter feature.

**Title:** Senior Director, Director of Entrepreneurism

**Start date:** July 2003

**Education:** Ph.D. in Neuroscience from University of Michigan, M.B.A. from Michigan State, undergraduate in Math and Physics from Hamline University, M.S. in Mathematics from University of Texas



**Favorite parts of the job:**

"Meeting entrepreneurs with new, innovative ideas, innovative solutions - a different way of looking at things." [\[read more\]](#)

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## Save the Date for IMPACT 2012



This day-long conference explores what it means to have an IMPACT in today's business environment. We'll explore the IMPACT of economic trends and conditions on your business, the IMPACT you have on your customers, and how to achieve greater IMPACT within your industry. This event will bring together experts in sales, marketing, finance, human resources and the public sector to forecast national and local trends that will IMPACT business in 2012. Keynote speakers include Tim Bryan, chairman and CEO of GalaxE.Solutions; Michael Fezzey, president of Huntington National Bank, East Michigan Region and Dave Morris, manager, corporate research of MEDC. [\[read more\]](#)

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## Lansing Update from Governmental Consultant Services, Inc. (GCSI)

Lansing has seen flurry of activity on a wide range of bills over the last 30 days, and GCSI anticipates that several important policy issues will be debated as the Legislature winds up their work for the calendar year. Thursday, November 10 will be the last session day for two weeks in both the Michigan House and Michigan Senate. Both chambers return for session on Tuesday 11/29, and will meet three times per week as normal for the three weeks following that, at which point they will leave for the Holiday break and not return until after the New Year begins.

### Governor's Infrastructure Message

On October 26, Governor Rick Snyder delivered another of his special messages, this one at Lawrence Tech. University on the subject of transportation and infrastructure. [\[read more\]](#)



## Featured Foundation Members

**Company:** Lakeside Software, Inc.

**Member Since:** 2011

**Location:** Bloomfield Hills

**Website:** [www.lakesidesoftware.com](http://www.lakesidesoftware.com)



Lakeside Software is a leading provider of business intelligence solutions for IT professionals. The company's SysTrack solutions for User Experience Scoring, End-to-End Monitoring, Problem Diagnostics, Power Management, and VDI Assessment and Planning empower IT with the knowledge to dramatically improve productivity and reduce costs.

The company's core competitive advantage is based on the patented and massively scalable DataMine™ distributed database architecture that aggregates user-level data unmatched in depth and quality, enabling the sophisticated reporting intelligence in SysTrack to deliver an unprecedented level of insight into application usage and resource utilization. [\[read more\]](#)

**Company:** Oakland County

**Member Since:** 1999

**Location:** Waterford

**Website:** [www.oakgov.com](http://www.oakgov.com)



Oakland County is recognized for the large number of innovative companies on the cutting edge of information technology and automotive design, engineering and manufacturing. There are 859 businesses representing 721 foreign-parent firms from 37 countries that call Oakland County home, including: Denso International, Robert Bosch, Continental Automotive and Magna Powertrain. Oakland's global investment represents nearly every sector of the North American Industrial Classification System. [\[read more\]](#)

## Featured Member Benefit

### Featured Member Benefit: Committee Participation

Participating in a committee provides an excellent opportunity to become involved in the Automation Alley community and allows for interaction, information sharing, community building, thought leadership, empowerment, outreach and peer engagement. Existing Automation Alley committees are Business Growth, Education and Workforce, Finance and Technology. [\[read more\]](#)

## Upcoming Events

11/16 [Press Releases 101](#)

12/8 [Economic Development Opportunities Using Supply Chain Innovations](#)

12/14 [Member Orientation](#)

12/19 [American Red Cross Blood Drive](#)

1/18/12 [Working the Trade Show Effectively: Training your Staff for Success](#)

2/7/12 [Save the date for IMPACT 2012!](#)

For a full list of upcoming events, please visit our [Event Calendar](#).

### Stay Connected

Visit us on social networking sites to get connected to other members.



Where Technology Builds Opportunity

[automationalley.com](http://automationalley.com)

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