

For Immediate Release
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ABOUT MTEC SMARTZONE

The mission of MTEC SmartZone is to provide technology-based facilities, resources and programs to high-growth entrepreneurs and companies that increase employment, income, wealth and recognition in the U.P. communities where we serve. Our vision is having integrated economic development of the region that includes a vibrant technology sector; driving Michigan's technological leadership and economic growth with sustainable opportunities for companies and their employees to prosper. More information is available at www.mtecsz.com

ABOUT THE MEDC

The Michigan Economic Development Corporation (MEDC) is the State of Michigan's one-stop resource for businesses seeking to grow in Michigan. Whether it's an expansion, a relocation, or even a concern with another agency of state government, the MEDC can help. From site location assistance to job training grants, from help with permits to tax abatements, we're the state's economic development corporation. More information is available at www.themedc.org.

SmartZone is a service mark of Michigan Economic Development Corporation.

Michigan Technological University Students Win iPad and iPod in MTEC SmartZone Social Media Drawing

HOUGHTON, Michigan (October 27, 2011) – MTEC SmartZone gave away a new iPad2 and iPod Touch to two Michigan Technological University students last week. With an increasing focus on developing student relationships, MTEC SmartZone was pleased to present students Allison Kay Strome and Trent Sturos with their new Apple products. Following MTEC SmartZone's participation in a series of Michigan Tech student-oriented events – including Taste of Houghton, Community Expo, New Venture Kick-off and Career Fair – the giveaway was another way to capture students' attention.

MTEC SmartZone promoted the giveaway on their Facebook and Twitter sites, which officially launched on August 1. The winners were chosen at random from the group of students who are MTEC SmartZone Facebook fans and Twitter followers, and who stopped by Michigan Tech's Fall 2011 Career Fair on September 21. "I can't believe I won an iPod Touch! I never win anything! I was surprised to learn all MTEC SmartZone has to offer a student like me – jobs, internships, even a program to start my own business," enthused Strome, a business management student.

Trent Sturos was well aware of MTEC SmartZone, using services offered through MTEC SmartZone's Entrepreneur Support Center (ESC) to start his company ZT Web Development. Trent is also receiving ESC support and services as he participates in the New Venture Competition, where he has an opportunity to win \$30,000 toward his business idea.



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Student talent is an important component of MTEC SmartZone Fortune 100 companies, Ford and GE Aviation. In total, the companies have hired over 300 Michigan Tech students. Through a strategic planning process, MTEC SmartZone is identifying more ways to reach students, with the goal of fostering high-tech business start-ups within the four Houghton-Hancock business incubators.

MTEC SmartZone awarded two Apple products valued at over \$800 to two unsuspecting Michigan Tech students late last week. The giveaway is one part of a forthcoming plan to connect with students and to keep student talent local.

For more information about MTEC SmartZone, call (906) 487-7000 and visit www.mtecsz.com.



Allison Kay Strome and Trent Sturos with their new Apple products.

