

RUMBLINGS

Carhartt hopes new line works to a T

After 124 years in business, Dearborn-based Carhartt Inc. has launched its first spring advertising campaign, touting a new line of T-shirts.

The workwear clothier's multimedia campaign is for the "Carhartt Force" performance tees aimed at builders, ranchers, farmers and other workers in hot climates.

The campaign will include print advertising, retail store displays and sports-oriented digital content in addition to television spots.

Carhartt didn't disclose its ad spend in a statement announcing the campaign's launch last week.

It was scheduled to debut Saturday and will continue during NCAA basketball TV programming in March, as well as NBA games and the 2013 Bassmaster Classic on ESPN2. Carhartt is an official apparel outfitter for the Bassmaster fishing tournament series.

The new campaign's creative was handled by New York City ad agency Anomaly and by Carhartt's in-house team.

Amway-Mets deal mystifies New York City media

Ada-based Amway Corp., the network-based direct-marketing giant, opened its first U.S. retail storefront business last month at Citi Field, home of the perpetually beleaguered New York Mets — an occurrence that

caught the prickly New York City media unawares.

Capital New York broke the story, and outlets such as New York magazine, Deadspin.com and the New York Times followed — most with observations critical of the Mets.

Why Citi Field? Lots of Amway sales people live in Queens, is what the company told Capital New York.

All the pieces delve, to varying degrees, into the criticism and allegations that Amway is a pyramid scheme, something that irritates the company and bristles its supporters.

Amway has a history of sports marketing. In September 2011, the Detroit Red Wings inked a deal with Amway to become the team's first-ever presenting team sponsor. Financial terms were not disclosed, but that contract is thought to be a two-year, seven-figure deal.

Amway has a number of other pro sports investments: It holds the naming rights of the Amway Center, home to the National Basketball Association's Orlando Magic. The company also is the presenting sponsor of Major League Soccer's San Jose Earthquakes and the Los Angeles Sol of Women's Professional Soccer.

Amway, known for sales of health, beauty, and home care products through network marketing, is owned by Ada-based Alticor Inc., which had revenue last year of \$11.3 billion.

The Worm turns for Kim during North Korea visit

Mayor Dave Bing, trying to navigate a possible state takeover, isn't the only ex-Detroit Pistons star making headlines lately.

Iconoclastic weirdo Dennis Rodman, perhaps the greatest rebounder and defender to suit up for the Pistons, was back in the news for his trip to North Korea last week.

"Guess what, I love him. The guy's really awesome," Rodman was quoted as saying about North Korea's third-generation hereditary dictator, Kim Jong Un.

The New York Times called a photo of Rodman and Stalinist autocrat Kim laughing together one of the "strangest sights in the history of accidental American diplomacy."

Bloomberg.com sports columnist Jonathan Mahler was even more direct: "It was a freak show, a meeting between two crazy narcissists."

The Worm, as Rodman is known, was in the Hermit Kingdom with three Harlem Globetrotters for exhibition basketball games as part of a documentary being filmed by New York's Vice Media.

Kelly, Detroit 3 tabbed for women in biz honor

Troy-based Kelly Services Inc. will again be among four Michigan companies honored March 13-14 in Baltimore for being named among America's top corporations for women's business enterprises.

The 2012 list, released Friday by the Women's Business Enterprise National Council, also includes Ford Motor Co. — which has won twice before — and newcomers Chrysler Group LLC and General Motors Co. Thirty-two corporations are being honored.

WEEK ON THE WEB

FROM WWW.CRAINSDETROIT.COM, WEEK OF FEB. 23-MARCH 1

Compuware plans layoffs, office closings

Detroit-based Compuware Corp. filed a report with the U.S. Securities Commission Friday that it plans to lay off 160 employees and close or reduce the size of 16 offices worldwide as part of its announced goal of cutting costs by \$60 million over the next three years.

The downsizing will go across all operating and administrative divisions of the computer services company, with layoffs to affect less than 5 percent of the workforce. The company said it expects the layoffs and office closings to save about \$23 million in the next 12 to 18 months.

ON THE MOVE

The Detroit Medical Center named Rodney Huebbers president and COO. He had been COO of Baptist Health System in San Antonio, a division of DMC parent Vanguard Health Systems Inc. Huebbers succeeds Joe Mullany, who succeeded Mike Duggan as CEO.

Duggan officially announced last week that he will run for Detroit mayor.

The Troy-based Kresge Foundation named Ariel Simon, an executive from McKinsey & Co. in Washington, D.C., to the new position of chief strategy officer and deputy to President and CEO Rip Rapson.

Macomb County Circuit Court Judge David Viviano was named by Gov. Rick Snyder to the Michigan Supreme Court, filling a spot created by the resignation of Diane Hathaway.

COMPANY NEWS

Whole Foods Inc.'s Midtown Detroit store will

open June 5, the company announced. The company said it will hire about 75 workers, with openings posted on its website starting April 2.

By year's end, three 7-Eleven Inc. stores are expected to open in downtown Detroit.

Driven by membership gains and positive stock market performance, Blue Cross Blue Shield of Michigan said it increased 2012 total revenue 2.4 percent to \$20.9 billion from \$20.4 billion in 2011. But because of \$221 million in underwriting losses, Blue Cross reported a \$2.5 million net income loss last year on revenue of \$6.3 billion for its non-self-insured business, according to state regulatory filings.

Waterproofing and restoration contractor Ram Construction Services Inc. plans to move this month from Livonia to Chrysler House in downtown Detroit.

An international design competition is planned to solicit ideas for a new building where the flagship J.L. Hudson Co. department store once stood downtown. Rock Ventures LLC announced plans related to the potential \$75 million development at the 2013 Detroit Policy Conference.

The Southfield-based Sam Bernstein Law Firm signed a multiyear deal with the Detroit unit of CBS Radio Inc. for a radio version during Detroit Tigers games of the familiar "1-800-Call Sam Studio."

Unions at the Detroit Free Press and Detroit News ratified new three-year contracts that will include a new health insurance plan and the first across-the-board raises since 2008.

Southfield-based Federal-Mogul Corp. said it will shut more factories, mostly in western Europe, and shift work by 2015 to lower-cost locations such as Mexico, China and Poland after a third straight quarterly loss.

General Motors Co. wants a tax abatement for a proposed \$258 million information technology data center at its Milford Proving Ground site, The Detroit News reported.

Hourly car rental firm Zipcar named Warren-based Campbell-Ewald as its new global creative and brand strategy agency.

Dow Chemical Co.'s claim to \$1 billion in tax deductions was based on transactions with sham partnerships, a federal judge ruled, throwing out the Midland-based company's bid to recover the money.

The \$23.4 million expansion and renovation of the Grandville Clean Water Plant received top honors at the 48th annual American Council of Engineering Companies of Michigan's Excellence Awards in Detroit.

OTHER NEWS

A worst-case scenario in a report commissioned by the city says 83 cents of every Detroit police and fire payroll dollar could be spent on pensions by 2017, the Detroit Free Press reported.

Mark Bertolini, chairman, president and CEO of Connecticut-based Aetna Inc., said he believes that the health care industry will transition into a consumer-driven marketplace over the next decade. He spoke at the Detroit Economic Club luncheon at the Westin Hotel in Southfield.

About \$556,000 in taxpayer money — the highest figure reported since 2001 — was used by state government agencies to lobby the Michigan Legislature in 2012, according to an analysis by the Lansing State Journal.

The Michigan House voted to accept \$31 million in federal grant money to move forward with the state-federal partnership version of Michigan's health insurance exchange.

BEST FROM THE BLOGS

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Good year for bonds, except ...



Michigan was one of the healthiest markets in the nation for municipal bond attorneys and underwriters in 2012 ... But voters were uniquely tightfisted here about expanding that market or taking on new public debt.

Reporter Chad Halcom's blog on the legal business can be found at www.crainsdetroit.com/halcom

Another round for Sangria?



Aaron F. Belen is looking to become a player in metro Detroit's food and entertainment scene, and his plans for the now-closed Sangria in downtown Royal Oak could do just that.

Reporter Nathan Skid's Detroit-area restaurant blog can be found at www.crainsdetroit.com/skid

Sowerby joins crainsdetroit.com guest bloggers

Several guest bloggers have debuted on Crain's website, [crainsdetroit.com](http://www.crainsdetroit.com), including last week's addition of David Sowerby.



Sowerby

Sowerby, portfolio manager for Loomis Sayles & Co. LP in Bloomfield Hills, will write twice monthly. In his first blog, Sowerby, 52, says Michigan has built a foundation for economic growth that bodes well for the next five years.

In a recent interview with Crain's, Sowerby said Michigan has shown significant improvement in the past few years in business competitiveness. "It's not simply a cyclical bounce off a de-

pressed bottom," he said. "It's encouraging. It has more structural longevity."

Also guest-blogging are Charlie "Curve" Wollborg on marketing and advertising, Saulius Mikalonis on environmental law, Mark S. Lee on small business and Nikki Little on social media.

Do you have something to contribute? The guest blog stints are designed to last for six weeks, and bloggers typically contribute at least one blog post a week. If you have something to say on a current issue or news story, you can also submit a single "Guest Voice" blog post without committing to an entire six weeks.

Interested in being considered for a guest blog? Email Crain's Digital Content Strategy Manager Nancy Hanus at nhanus@crain.com.