

# MAComb-OU **INC**ubator

Incubate. Innovate. Accelerate.

## CLIENT COMPANY SPOTLIGHT URBN TECHNOLOGY

Mac-OU INC welcomes one of its newest client companies, URBN Technology!

URBN is an engineering solutions company that focuses on fixing problems for businesses, specifically with solutions in gesture and facial recognition, data gathering, penetration testing, and mobile applications, among others. Current client sectors include entertainment, medical, legal, and law enforcement.



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## MAC-OU INC HAPPENINGS

# MACOMB PITCH 2015

## October 8, 5 - 8 p.m.

Please join us for an evening of competition, entertainment, networking and light refreshments!

**REGISTER TO ATTEND**

The Macomb Pitch 2015 competition is rapidly approaching! After receiving nearly 40 applications, our eight finalists have gone through their Pitch Preps\* and are ready to wow the audience on October 8. We hope you will join us as we cheer them on! These finalist companies will be competing on October 8 for over \$20,000 in cash and in-kind prizes: DetectIR Technologies, Flipsi, FoodJunky, GolfCliks, KTISIS, SteriDev, Transition Coordination Services and VizBe.

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## MAC-OU INC STAFF EARNS INCUBATION CERTIFICATES

Mac-OU INC staff members recently attended the International Business Innovation Association's (previously the National Business Incubation Association) conference in Orlando, FL. Each staff member left with various certifications, all in an effort to better serve our client companies and the entrepreneurial community of Southeast Michigan!

- Andrea Chom, Support Services Coordinator: Business Incubation Management Certificate
- Mark Ignash, Client Strategist: Facilitator Designation Certificate in Lean Startup/Business Model Canvas Boot Camp for Entrepreneurship Programs, Startup Business Models and Pro Formas that Attract



SEPTEMBER 2015

## UPCOMING EVENTS

**Capital Raise Meetup**  
Mike Brennan, Mac-OU INC's Capital Strategist  
October 6, 9:30 - 11 a.m.

**Macomb Pitch: A Competition for Small Businesses**  
Finalist's Live Competition  
October 8, 5 - 8 p.m.

**General Service Administration (GSA) 101**  
Macomb Regional PTAC  
November 5, 9 - 12 p.m.

## EVENTS OF INTEREST

**Government Contracting 101**  
Macomb Regional PTAC  
October 8, 9 - 12 p.m.

**Reduced Risk Though Commercial Item Contracting**  
Foley & Larder  
October 14, 9 - 12 p.m.

**Source Approval Process & Hot Topics**  
Macomb Regional PTAC  
October 15, 8 - 1 p.m.

**Fall 2015 Student Pitch Competition**  
Macomb's Center for Innovation & Entrepreneurship  
October 16, 6 - 9 p.m.

**Government Contracting 201**  
Macomb Regional PTAC  
October 22, 9 - 12 p.m.

- Investors, and the Fundamentals of Raising Angel/Venture Capital and Crowdfunding Funds
- Rachel Louzon, Business Manager: Business Incubation Management Certificate



**TEDxOU**  
Oakland University  
October 23, 8 - 5 p.m.

**Black Tie Gala**  
Women in Defense - Michigan Chapter  
November 6, 6 - 11:30 p.m.

## CLIENT NEWS



### CONGRATS TO THE BEST OF MICHBUSINESS 2015 AWARD WINNERS

The Best of MichBusiness awards program is dedicated to one thing – recognizing those companies and individuals that make Michigan a top-notch place to do business. Mac-OU INC would like to wish a hearty congratulations to its client companies who will be honored at the awards celebration on November 17! "Stellar Startup" winners include Automation of Things, Coupon Wallet, and KTISIS, while 401K GPS will be awarded in the "Technology" category. Mac-OU INC is pleased to accept an award for "Education Excellence!"

MichBusiness, powered by the Michigan Business Professional Association, is a social media community whose mission is to celebrate and promote both success and opportunity within Michigan businesses. By using #michbusiness, you help us give a "High Five" to the outstanding things going on in Michigan. Visit [MichBusiness.com](http://MichBusiness.com) for more information and to register to attend the awards show.

## EXECUTIVE-IN-RESIDENCE NEWS

### BUTZEL LONG: "PASSENGER VEHICLE AND LIGHT TRUCK TIRES ANTIDUMPING AND COUNTERVEILING DUTY CASES SUGGEST OPPORTUNITIES FOR AUTOMOTIVE PARTS SUPPLIERS"

Antidumping and countervailing duty petitions are a powerful weapon for U.S. industries that find themselves materially injured by dumped or subsidized imports. This was illustrated most recently on August 10th, when the US Department of Commerce issued a final order imposing countervailing duties on certain Passenger Vehicle and Light Truck Tires ("PVL Tires") imported from **China**.

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### BUTZEL LONG ATTORNEY ELECTED PRESIDENT OF THE MICHIGAN ISRAEL BUSINESS BRIDGE

Beth S. Gotthelf, Attorney, Shareholder and Director of Innovation and External Relations, Butzel Long, has been elected President of the Michigan Israel Business Bridge (MIBB), a bi-national chamber of commerce. Gotthelf has previously served on the MIBB Board of Directors and as Vice President of the Executive Council. In 2012, Gotthelf served as Chair of matchmaking to bring Israel and Michigan automotive companies together as part of a high-tech automotive exchange mission by the Israel Consul for Economic Affairs and MIBB.

[Read More](#)

## Q&A WITH MAC-OU INC STAFF

### RYAN RINKE, MARKETING & COMMUNICATIONS INTERN

Mac-OU INC is pleased to welcome our newest staff member, Ryan Rinke! As Marketing and Communications Intern, Ryan monitors the day-to-day social media and provides assistance



with events. He will graduate this December with a degree in marketing from the School of Business Administration at Oakland University.

"I have always had an interest in entrepreneurship, and the Macomb-OU INCubator gives me the perfect opportunity to see firsthand how startups grow. Another reason for working here is it gives me an opportunity to use what I have learned about marketing in the real world. I look forward to learning new business skills throughout the course of this internship," Ryan said.

[Read More](#)

## PARTNER HAPPENINGS

### VELOCITY CENTER: HOME TO A BRAND NEW PARKING LOT!

Construction this summer was not limited to just Van Dyke! The recent updates to the Velocity Center include a brand new parking lot. A big thank you to the City of Sterling Heights for completing this project. Mac-OU INC's home is looking very welcoming!



### ACCELERATE MICHIGAN INNOVATION COMPETITION

We're gearing up for another great competition and conference! Join us Nov 3-5 as 59 technology, products and service companies compete for more than \$1 million in cash and in-kind prizes. 70 venture capital firms participate as judges and there are over 1,000 attendees every year. It is one of the largest pitch competitions in the world!



AMIC was founded by the Business Accelerator Network for Southeast MI, comprised of Mac-OU INC, Automation Alley, Ann Arbor SPARK and TechTown.

Visit [acceleratemichigan.org](http://acceleratemichigan.org) for more information and to register to attend.

### TEDx OAKLAND UNIVERSITY RETURNS THIS FALL

Oakland University is hosting their second TEDx event on October 23, featuring more than a dozen of the best and brightest minds sharing their passion, wisdom and innovations. TEDx events are truly one-of-a-kind ways to share ideas, inspire wonder, and bring the community together to celebrate innovation and provoke the imagination.



Mac-OU INC is participating with an interactive lab. Stop by our table to say hello! Visit [TEDxOaklandUniversity.com](http://TEDxOaklandUniversity.com) for a complete list of speakers and to register to attend.



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

## Friday, September 25, 2015 - September 2015 Newsletter: Client Company Spotlight: "URBN Technology"

Mac-OU INC welcomes one of its newest client companies, URBN Technology!

URBN is an engineering solutions company that focuses on fixing problems for businesses, specifically with solutions in gesture and facial recognition, data gathering, penetration testing, and mobile applications, among others. Current client sectors include entertainment, medical, legal, and law enforcement.

Specific current projects within these areas span a wide range. URBN is currently partnering with universities and major and minor league associations to develop a mobile application that not only increases fan engagement in stadiums but also expands to general customer engagement. URBN is wrapping up work on another mobile app for narcotic dose conversion and is conversing with various hospitals regarding additional or improved useful tools such as more powerful medical records systems.

In addition, URBN handles the forensic analysis of computers for law firms. The gesture and facial recognition has been used to better present and control manufacturing equipment, and to improve security. For DCC, URBN handles cyber security, forensic analysis of computers, and data gathering.

The majority of URBN Technology's work consists of software, though they are requiring the installation of specific hardware with clients' systems that can be reached locally in order to run the software.

"Essentially, if a client has a problem then we develop a solution, integrate it into their business, and manage it in order to avoid any mishaps," Pradeep Bhat, URBN Co-Founder, says.

For more information, visit [urbntechnology.com](http://urbntechnology.com) or contact Nik Upton at [nikupton@urbntechnology.com](mailto:nikupton@urbntechnology.com) or Pradeep Bhat at [pradeepbhat@urbntechnology.com](mailto:pradeepbhat@urbntechnology.com).

**Friday, September 25, 2015 - September 2015 Newsletter: Mac-OU INC Happenings: "Please Join Us for Macomb Pitch 2015!"**

The Macomb Pitch 2015 competition is rapidly approaching! After receiving nearly 40 applications, our eight finalists have gone through their Pitch Preps\* and are ready to wow the audience on October 8. We hope you will join us as we cheer them on! These finalist companies will be competing on October 8 for over \$20,000 in cash and in-kind prizes: DetectIR Technologies, Flipsi, FoodJunky, GolfClik, KTISIS, SteriDev, Transition Coordination Services and VizBe.

Judges for the competition include Amy Butler, Executive Director of OU INCubator and the Clean Energy Research Center, Patti Glaza, Vice President of Invest Detroit and Managing Director of Detroit Innovate and First Step Fund, Derrin Leppek, Director of the Macomb Community College Center for Innovation & Entrepreneurship, Wendy Richardson, Business Consultant for the Michigan Small Business Development Center, and Mark Sandri, Business Banking Relationship Manager for Fifth Third Bank.

To register to attend the finalist's competition, please visit the **official Macomb Pitch 2015 attendee registration form**. We look forward to seeing you then! Light refreshments will be served.

\*A Pitch Prep is a service offering from Mac-OU INC, during which Mac-OU INC staff and top, local, business-professional volunteers offer critical and constructive guidance for a fully-developed and thorough pitch.



## **Monday, September 21, 2015 - September 2015 Newsletter: Executive-in-Residence News: Butzel Long: "Passenger Vehicle and Light Truck Tires Antidumping and Countervailing Duty Cases Suggest Opportunities for Automotive Parts Suppliers"**

Antidumping and countervailing duty petitions are a powerful weapon for U.S. industries that find themselves materially injured by dumped or subsidized imports. This was illustrated most recently on August 10th, when the US Department of Commerce issued a final order imposing countervailing duties on certain Passenger Vehicle and Light Truck Tires ("PVL Tires") imported from **China**.

During the past few weeks several other significant antidumping and countervailing petitions have been filed. Domestic producers of corrosion-resistant steel products, cold-rolled steel, hot-rolled steel, certain welded carbon steel pipes and of several chemical products have filed for trade relief against imports from countries including Australia, China, India, Japan, Korea, Mexico, the Netherlands, Turkey and the United Kingdom, among others. Among these, China is the most frequent target, as overcapacity in a number of Chinese industries has led to numerous exports that underprice U.S. production. The recent depreciation of the Chinese currency can only be expected to exacerbate the trend.

Historically, the unique supplier relationships and specialized product design elements of the automotive parts industry have tended to reduce trade cases in this sector. The PVL Tires outcome, however, suggests that there may be opportunities for such actions, especially in areas where products are sufficiently generic, Chinese market share is increasing and U.S. producers are in difficult straits. For those auto parts producers that are unable themselves to move to China or Mexico, restrictions on the sale of dumped or subsidized substitutes may be the only remaining path to survival for their U.S. operations.

The process for pursuing antidumping and countervailing duty claims, and the determination of remedies if the claim is upheld, summarized below, are complex and unusual, and require experienced counsel.

### **Principal Features of the U.S. Antidumping Law**

The Antidumping Law provides a mechanism for U.S. producers that are injured by certain unfairly traded imports to petition the U.S. Government for rapid, effective tariff relief. The tariff is the difference between the fair price of the goods ("normal value") and the dumped selling price in the United States. To win an antidumping case a U.S. producer or group of producers comprising more than half of U.S. production must demonstrate that:

1. it produces a product "like" the imported product;
2. there are less than normal value ("dumped") sales of the import product in the United States; and
3. the U.S. industry producing the like product is suffering or is threatened with "material injury" because of the dumped imports.

A like product is a product which is identical to the imported product. If, however, there are no identical products, it is the product most similar in characteristics and uses.

Material injury is measured by declining sales, market share, profits, capacity utilization, employment, etc. There is no set formula; each case is examined on its own merits by an independent U.S. Government agency, the U.S. International Trade Commission ("ITC"). Material injury is determined with reference to the aggregate U.S. company segments producing the goods in question, not the performance of the overall companies. Dumped imports need not be the most important cause of injury, only not an unimportant, immaterial or insignificant cause. It is also possible to demonstrate a real and imminent threat of material injury.

Dumped sales are calculated by a different government agency, the U.S. Department of Commerce ("DOC"). DOC compares the net ex-factory prices of the foreign producers' U.S. and home market sales of the subject merchandise. This is accomplished by subtracting from the sales prices to unrelated customers in each market applicable expenses such as freight, brokerage, commissions, customs duties, etc. Adjustments are also made for differences in the merchandise to arrive at normal value. Most simply stated, there is dumping if the net return on sales is lower than the average return on home market sales of the subject merchandise. In addition there is a special way to calculate normal value for non-market economy countries like China. Because Chinese home market prices do not reflect market forces, DOC takes the production inputs in China (materials, labor, energy, etc.), assigns to them the prices for comparable inputs in a market economy country such as India, and then adds up these input costs. This methodology is usually quite favorable for petitioners.

Procedurally, an antidumping case takes less than one year. An investigation is initiated upon the filing of a petition by the domestic industry. The ITC determines whether there is a reasonable indication of material injury

within 45 days of filing the petition. DOC calculates preliminary dumping margins within 160 days of the filing. If dumping is found, potential liability for dumping duties attaches at the point. DOC's final determination is made within another 75 days, or 235 days after filing. (There are provisions for extensions of up to 110 days in certain circumstances.) The ITC then reexamines material injury and makes its final determination within an additional 45 days, or 280 days after filing.

If there are dumped sales and material injury, a dumping order is put into effect. Importers of dumped merchandise must pay a duty equal to the margin of dumping. Because this margin is subject to change based on annual review investigations, and depends on such factors as foreign market costs and prices, importers face great uncertainty when buying products subject to a dumping order, as they do not know what the final duty bill will be, and won't know until months or even years after importation. This has an obvious chilling effect on importers' willingness to continue buying the merchandise from abroad.

An antidumping case differs from routine litigation.

1. There is a result within a fixed time period.
2. The effect on the market is rapid, usually within 160 days after filing.
3. The respondents are not permitted to take legal discovery of the petitioner (through written interrogatories, oral depositions, or requests to produce documents); respondents, however, must answer a detailed questionnaire, and their answers are subject to an on-site audit type procedure (verification) by DOC investigators.
4. Once a case is initiated, it becomes a U.S. Government investigation; much of the burden and cost of the case is carried by the Government staff, not the petitioner.
5. A dumping order, once entered, and the risk of higher duties for importers, continues in effect usually for a minimum of five years, and in most cases for ten years or longer. Respondents are required to answer a comprehensive questionnaire every year.
6. When high dumping duties are imposed, foreign producers often abandon the U.S. market.

The Countervailing Duty Law is a similar procedure that provides relief from imports of goods whose producers benefit from subsidies in their home countries or upon export. U.S. law now allows for the filing of antidumping and countervailing duty petitions simultaneously, and that has become routine, especially against imports from China, as Chinese goods often benefit from a vast array of subsidies.

For more information about trade remedies, please contact Beth Gotthelf or either Sheldon Klein in Butzel Long's Bloomfield Hills office or Milton Whitfield in the firm's Washington, D.C. office.

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# BUTZEL LONG ATTORNEY ELECTED PRESIDENT OF THE MICHIGAN ISRAEL BUSINESS BRIDGE

Sep 22, 2015 | Detroit, Michigan

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[Beth S. Gotthelf](#), Attorney, Shareholder and Director of Innovation and External Relations, Butzel Long, has been elected [President of the Michigan Israel Business Bridge \(MIBB\)](#), a bi-national chamber of commerce. Gotthelf has previously served on the MIBB Board of Directors and as Vice President of the Executive Council. In 2012, Gotthelf served as Chair of matchmaking to bring Israel and Michigan automotive companies together as part of a high-tech automotive exchange mission by the Israel Consul for Economic Affairs and MIBB.

The Michigan Israel Business Bridge is a non-profit, membership-based, 501(c)(6) “connector” organization dedicated to promoting business partnerships between Michigan and Israel. MIBB brings new business to Michigan by connecting Israeli businesses to its network in Michigan for the purpose of generating wealth, jobs, and new opportunities. Israel has more than 3,000 companies centered on life sciences, homeland security, alternative energy, water technology and agro-technology, with more engineers and scientists per capita than any other country.

“The Michigan Israel Business Bridge is the perfect vehicle to connect Michigan and Israeli businesses, and keep connected the companies with feet in both Michigan and Israel,” said Gotthelf. “I look forward to increasing our partnerships and business opportunities between Michigan and Israel.”



Gotthelf represents and counsels a diverse mix of clients. She also is Chair of [Butzel's Aerospace and Defense Industry](#) Team and Co-Chair of the Energy and Sustainability Practice Team. Moreover, Gotthelf counsels clients in governmental contracting, ITAR, EAR, and Foreign Military Sales.

At the same time, she is an Executive-in-Residence with the Macomb-OU INCubator. She serves on the Board of Directors of the Better Business Bureau and serves on its Executive Committee.

Gotthelf has been very active in bar associations, including in the State Bar of Michigan, Environmental Law Section, where she served as past Chair and the American Bar Association (ABA) Section of Natural Resources, [Energy and Environmental Law](#). She is Chair of the City of Birmingham Brownfield Redevelopment Authority.

In April, 2015, Gotthelf served as co-chair of the highly successful Gleaners Women's Power Breakfast, raising funds for approximately 1.2 million meals. Her charitable activities include serving as past President of the Board of Trustees for the National Multiple Sclerosis Society, Michigan Chapter; past Trustee of the JVS Vocational Services; and member of the Jewish Federation of Metropolitan Detroit, State Government Relations Oversight Committee.

Gotthelf was selected as one of 20 influential leaders by Michigan Lawyers Weekly - Women in Law (2010). She also was named to the Best Lawyers in America, Environmental Law, 2013-2015.

She was named in Michigan Super Lawyers (2006-14) and as one of the "Top 50 Female Michigan Super Lawyers" (2006-2015). Gotthelf is listed in DBusiness [Top Lawyers in Metro Detroit](#), Environmental Law, 2011-2015; Energy Law, 2011-2012; Government Relations Law, 2011-2012. She is a past Fellow of the Litigation Counsel of America.

Gotthelf has received several awards and special recognitions, including as an emerging leader by the Detroit Regional Chamber (2003); the National Association of Metal Finishers (2002); Corp! Magazine as one of "Michigan's 95 Most Powerful Women" (2002); Corp! Magazine's ["Top 10 Business Attorneys for Southeast Michigan"](#)

(1999); and Crain's Detroit Business' 40 Under 40 in 1994.

She is a graduate of the University of Detroit (J.D., 1985) and Oakland University (B.S. Public Administration and Public Policy, 1980). In 2009, Gotthelf received an Oakland University Distinguished Alumni Award.

### **About Butzel Long**

Butzel Long is one of the [leading law firms](#) in the United States. It was founded in Detroit in 1854 and has provided trusted client service for more than 160 years. Butzel's full-service offices are located in Detroit, Bloomfield Hills, Lansing and Ann Arbor, Mich.; New York, NY; and, Washington, D.C., as well as alliance offices in Beijing, Shanghai, Mexico City and Monterrey. It is an active member of **Lex Mundi**, a global association of 160 independent law firms. Learn more by visiting [www.butzel.com](http://www.butzel.com).

**Thursday, September 24, 2015 - September 2015 Newsletter: Q&A with Mac-OU INC Staff: "Ryan Rinke, Marketing & Communications Intern"**

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"I have always had an interest in entrepreneurship, and the Macomb-OU INCubator gives me the perfect opportunity to see firsthand how startups grow. Another reason for working here is it gives me an opportunity to use what I have learned about marketing in the real world. I look forward to learning new business skills throughout the course of this internship," Ryan said.

"After college, I plan to continue gaining experience in the marketing profession. My goal at some point in the future is to become an entrepreneur myself."

**Favorite Pastime:** "My favorite thing to do is to go golfing. It's a great activity to do with friends, and it is very relaxing."

**Favorite Food:** "I love any food that is spicy, whether that be Mexican or Thai food."

**Last Book Read:** "If I'm being honest, I would probably have to say my business textbooks. School is very important to me, and I am always reading to stay on top of things."

**Proudest Accomplishment/Achievement:** "I am very proud of the fact that I was nominated to Alpha Mu Alpha. It is a branch of the American Marketing Association that honors students who display outstanding scholastic achievement in the field of marketing. I work really hard in school, so to be honored for all of my hard work is very rewarding."