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Zalesin. "We'll be doing that over the next three months."

Hiring Along 'Webward'

Quicken isn't the only company on Woodward Avenue bringing more people to Detroit. The street is quickly becoming a technology hub.

Take GalaxE.Solutions, a New Jersey-based IT company, which plans to put 500 IT pros to work in its Detroit office within five years. A 10-story banner on the side of the company's office at 1001 Woodward Ave., displays the company's name and "Outsource to Detroit" logo.

Tim Bryan, founder and CEO of the company that does IT work traditionally outsourced overseas here in Michigan, told Mlive.com that he expects 10-12 additional high-tech companies to come to Detroit in the coming years.

"What we saw in selecting Detroit was a growing nucleus of a verging IT cluster," he said. "The key to success here is you have a cluster of IT firms that are in a major American city that is the most affordable city in America."

Action At The RenCen

Business consultancy firm Deloitte, in need of more space, recently moved out of the 500-600 Tower at the Renaissance Center and into Tower 200, signing an 11-year lease, according to Mark Davidoff, De-

loitte's Michigan managing partner.

"There was never a discussion about leaving downtown. Deloitte has been in Michigan 50 years and has a strong commitment to the state and the city of Detroit," he said, adding the average age of the Deloitte employee is 25-27. "This generation wants more urban experience. And there's clearly an incredible buzz in Detroit. All assets for its

resurgence are falling into place."

Davidoff is also a board member of the Jewish Fund, established in 1997 from the sale proceeds of Sinai Hospital of Detroit. The fund awards grants to expand health and human services to residents of Metro Detroit. He said he sees lots of Jewish 20-somethings active in the Isaac Agree Downtown Synagogue and living in Detroit.

Some of those young people might find themselves working for Deloitte. This fall, Deloitte will hire more than 100 young people off Michigan campuses as well as make strategic, experienced hires in four divisions: audit, tax, consulting and financial advisory.

"We'll be looking for accounting grads as well as MBAs with specialties in technology, strategy and marketing," Davidoff said.

The tower at the RenCen vacated by Deloitte won't be sitting empty. In May, Blue Cross Blue Shield of Michigan began moving the first group of 3,000 employees from Southfield to its new offices in the RenCen. BCB-SM will have approximately 6,000 employees working downtown by 2012, when the entire move is complete. □



GalaxE.Solutions unveiled its "Outsource to Detroit" banner last month at its Woodward Avenue location.

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Chicago, Washington, D.C., or L.A. — and that's where many of them end up. The JN is committed to helping transform Detroit into an enriching, livable city, pulsating with economic, social and cultural jewels.

No one is pretending that Detroit's challenges are easy to meet. Grindingly high unemployment, troubling rates of illiteracy and poverty, and decades of neglect resulting in blight and abandoned buildings aren't going to change overnight. However, a start has been made.

Many companies — several run by Jewish leaders — have committed to the city and are hiring for high-paying jobs. New real estate development is creating affordable and attractive housing.

Most importantly, young people are expressing their commitment and desire to transform Detroit into the city they want to call home. You'll meet some of them in this issue of *Designation Detroit*.

Enjoy — and please let us know what you think!

— Jackie Headapohl,
managing editor
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Reconnecting Opportunity, excitement smooth transition to urban living.

I have made aliyah, reversing the trend of my forefathers. No longer part of the diaspora, I have returned to the Promised Land. I have moved to the city in which my grandparents were raised and the place that my mom's family fled after tanks roared down her street in '67.

I am a Detroit resident.

A year ago, I never would have guessed that my future would have entailed a move to Detroit. I planned on heading west — Portland, Vancouver, San Francisco, Denver or Seattle. Those cities are great, but I have quickly learned that Detroit — specifically Southwest Detroit — has a richness that cannot be replicated anywhere else. Being so close to family and Ann Arbor isn't bad, either. There are many more reasons to move to Detroit, aside from the ample doses of plaid, thick-rimmed glasses and knit hats.

After graduating from the University of Michigan in December, I moved back home with my parents in West Bloomfield. Staying in Michigan was intended to be short and temporary. Looking for work in community

development and urban planning, I secured two Detroit-based internships: one with Transit Riders United and the other with Summer in the City (SitC). SitC is a "fun, flexible and fulfilling" nonprofit that has made many headlines recently.

SitC creates opportunities for high school-age students to participate in youth enrichment programs, mural painting and community gardening. I planned on working with the gardening program, which aligned with my educational background in the environment, but wound up working for the youth enrichment program at Latino Mission Society (LMS) with K-5 students.

I spent every day the rest of this past summer at LMS, bonding with an incredible group of college-aged crew members, high school volunteers and adorable kindergarteners and first-graders. From that very first day at LMS, I found myself speaking in Spanglish and giggles.

What A Move

Little did I know that I would soon be living right down the street from

LMS. Although I had spent a substantial amount of time in the city participating in a variety of activities, events and internships, it wasn't until this summer that I could see Detroit as my home.

Just a few weeks ago, Summer in the City took its next big leap and bought a house in Southwest Detroit. Four young professionals involved with SitC were asked to move into this house, affectionately dubbed the "Collaboratory," by Ben Falik, one of the co-founders of SitC. I eagerly jumped on this opportunity.

Committing to Detroit has opened many unexpected doors. When I moved in, I had no job, but I was now determined to work in Detroit; I even turned down an opportunity in D.C. Then opportunity came knocking on the front door of my new home. Randy Dillard, the director of volunteer services at United Way, just happened to be taking a tour of the Collaboratory and mentioned that a position was available for which



Bradley Snider

he hadn't even written the description yet. As of Sept. 19, I am an Americorps Member with United Way, coordinating volunteer projects.

What A View

From the bay window in my bedroom, I have a scenic view of Clark Park, a half-mile long park with tennis courts, the only outdoor ice rink in the city, and baseball, football and soccer fields. Three schools also border the park, and families are all around.

Looking down Vernor, I see Michoacana Ice Cream, Mexicantown Bakery, Armando's Restaurant and Cafe con Leche. They all serve up delicious, traditional Mexican treats. Because of the rich Latino culture, I often feel like I'm abroad in Southwest Detroit. In fact, my phone's GPS does, too, often switching to the metric system due to my proximity to Canada.

I love it here. The culture and community are rich and vibrant, and I am meeting many more young Jewish

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Wanted • City Dwellers

Live Detroit Fund accepting rent subsidy applications from young adults committed to strengthening Motown.

Jackie Headapohl | Managing Editor

Are you young? Want to live in Detroit? Committed to planning one substantial event a month that will strengthen the Jewish and larger Detroit communities? The Live Detroit Fund (LDF) is for you, and applications are now being accepted.

The LDF, administered by CommunityNEXT, a program of the Jewish Federation of Metropolitan Detroit to attract and retain young talent in the region, will provide up to 25 next-generation leaders a rent subsidy of \$250 per month for up to one year.

The organization raised \$100,000 during the summer, and on Oct. 15 kicked off its application process over free dinner and drinks at the Sixth Street Lofts in Corktown.

"CommunityNEXT understands that in order to prevent further brain-drain from the city of Detroit, incentives must be created to re-populate and build excitement in the city," said Rachel Winer, marketing strategist for CommunityNEXT.

To be eligible, applicants must be older than 21, currently not live in Downtown Detroit, and should demonstrate a commitment to the city of Detroit and the Jewish community with a proven track record of representing the Next-Gen Detroit community. Financial need is not a consideration.

Sound like you? Applications are being accepted online and will be until 25 recipients are chosen. Recipients will be chosen by a lay and professional committee of CommunityNEXT staff members, volunteers and Federation staff members. Recipients will be notified upon approval and have 30 days to show proof of their approved lease Downtown to start receiving the monthly subsidy.

Here are a few Next-Gens who plan to throw their hat in the ring for the rent subsidy.

"Bringing Our Friends Back"

Adam Duke, 23, a Michigan State University grad living in Waterford, is an entrepreneur. He grew up in Bloomfield Hills, where he went to Birmingham Groves High School. At college, he studied entrepreneurship and alternative energy engineering.

He and Jacob Smith from West Bloomfield, also 23, but a University of Michigan grad, grew up together. In July 2009, they launched GoGreen Energy Consulting, a home energy evaluation and energy upgrade company based in Southfield.



Adam Duke



Jacob Smith

Their mission is to help homeowners reduce their energy costs and be more comfortable in their homes by pinpointing energy loss. The company is "buzzing" right now, according to Duke. The two are adding employees and anticipate being super-busy this fall.

But growing their business isn't the only thing on their minds. They're also planning to move — both men want to live in Detroit and have applied to the Live Detroit Fund for rent subsidies.

"I've been all over the world and I love Detroit," Duke said. "I know people have a bad opinion of the city, and that hurts me. It will never get better unless we move there and make it better. I want to move downtown and see what I can do to help make that happen."

But why Detroit?

"I want to live in an area with a concentration of young people, and right now that means Royal Oak, Ferndale or Detroit," Smith said. "I choose Detroit because it's an opportunity to be part of a movement — I want to lead that movement."

Both Duke and Smith, who are Jewish, say they have another reason for wanting to move to Motown and help bring about its revitalization.

"We want to bring our friends back," Smith said. "Ninety-eight percent of the people we grew up with left here

for other cities, some because they couldn't find jobs. Nearly all of them said they would love to move back some day."

Revitalizing Youth Baseball

Justin Prinstein is a 27-year-old baseball player who grew up in Southfield and attended North Farmington High School. He was a Division 1 Athletic and Academic Scholarship baseball player at George Washington University in Washington, D.C., graduating in 2006 with a degree in political science.

After graduation, he turned pro for baseball and has been playing professionally for five seasons in Belgium, the Netherlands and Germany. He also played in the inaugural (and only) Israel Professional Baseball League season in 2007. Since 2009, he's also worked as a Major League Baseball scout in Europe for the Houston Astros.

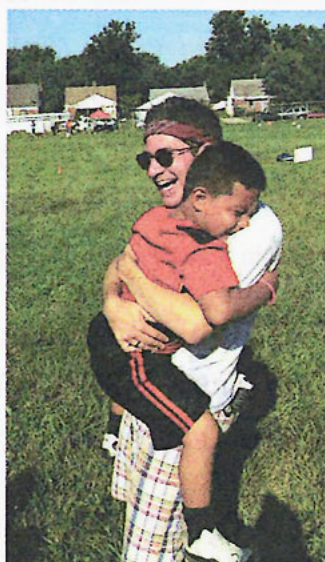
"This year I was hired to coach the Hungarian National Team in addition to my playing career, so I was living in Budapest until September," he said. "I just moved back downtown



Justin Prinstein

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Brad Snider on Finale Friday (the last day of Summer in the City) saying goodbye to Jordy, one of the LMS campers. The event was at Hubert Elementary School in Detroit's Brightmoor community (the school was closed in 2005). Jordy's school is near Clark Park so he and Brad get to see each other.



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professionals than I was able to in West Bloomfield. Just the other day, when I met friends for drinks, it turned out three-quarters of the group was Jewish, and it all happened organically.

Once a month, above the Mexicantown Bakery, a micro-funding event called Detroit Soup is held. Guests pay \$5 for a meal and can

pitch community development projects with the funds raised. This is the unique, collaborative environment that has grown out of the city's adversity.

Come see our gorgeous turn-of-the-century house or have a cup of delicious Mexican hot chocolate down the street. Or maybe meet me at the taco truck on Livernois

and Vernor for the best Mexican food this side of the border. Come be a part of the excitement that is Detroit's revitalization.

When my forefathers left Europe and settled in Detroit, it was the "land of opportunity." This statement has never been as true as it is today.

Here's to next year in Detroit. □

Bradley Snider, 23, is a West Bloomfield High School graduate who earned a bachelor's degree in environmental science at the University of Michigan. He is just starting his year of service through AmeriCorps, serving at United Way as a coordinator for volunteer projects. As a student, he participated in and led spring-break service trips through U-M Hillel to Nicaragua, Argentina and Guatemala. He will be combining his interests in service learning and Detroit as the staff leader on U-M Hillel's new Jewish-Detroit Initiative. He is a lifelong member of Adat Shalom Synagogue, Farmington Hills.