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**For Immediate Release**

**ALLIANCE FOR ECONOMIC SUCCESS APPOINTS  
THREE NEW BOARD MEMBERS**

**Manistee, Michigan** – The Alliance for Economic Success (AES) is pleased to announce the appointment of three new members to their board of directors, Laura Horvat, Ingemar Johansson and Dr. Amy Wojciechowski.

The Alliance for Economic Success, formerly known as the Manistee Economic Development Office, was created after a deliberate process that examined what the county needs to improve its economic well-being and retain and create new businesses and jobs,” said Beth McCarthy, chair of the AES board. “A critical next step for the AES is to seat a strong, diverse board of directors. We are thrilled to be able to add Laura, Ingemar and Amy to our board. They bring a wealth of talent, knowledge and experience to our organization and community.”

Horvat is representing the Manistee County Community Foundation, an organization that has contracted with the AES for community development and grant administration services. Horvat brings many years of community and business development experience to the AES board. She serves on the boards of the West Shore Medical Center Foundation, the Manistee Area Chamber of Commerce, and the Charter Township of Filer’s Downtown Development Authority. Along with her husband, Horvat is owner-operator of four Wendy’s restaurants in northern Michigan, including the Manistee-based Wendy’s as well as Manistee’s Super 8 Motel. Horvat was recently appointed to serve on the strategic planning committee for Wendy’s Franchisee Association.

Dr. Wojciechowski is a Professor of Marketing and Management and is Chair of the Business Division at West Shore Community College. She studied business at Central Michigan University, career and technical education at Ferris State University and educational leadership at Western Michigan University. Wojciechowski is President of the Steering Committee for the West Central Technical Preparation Partnership, Chair of the West Shore Community College Teaching and Learning Team, and is on the Hospitality, Travel & Tourism, and Business advisory boards. Wojciechowski has also presented at several local, state, and national conferences. She co-authored an article for the Online Distance Administration Journal and is currently contributing toward a college-level textbook titled, *Writing for College, Writing for Life*. Wojciechowski was

recently awarded the Master Teacher of Post-Secondary Business Education Award for 2007 by the Michigan Business Education Association.

Johansson is representing Manistee-Benzie Community Mental Health (MBCMH), an organization that has contracted with the AES for micro-business development service for MBCMH consumers. Johansson was born and raised in Sweden and immigrated to the USA in 1978. He has a Business Economics Degree from University of Gothenburg, Sweden. Johansson has worked in various administrative functions in the mental health and disability arena for over 30 years in Sweden, Ohio, and Michigan. He is the Director of Operations for MBCMH. He has been involved in many community development projects over the years including the current Micro Business Development project for people with disabilities. Johansson holds Board positions at the statewide MARO Employment and Training Association and at the Benzie Transportation Authority. Johansson has also presented at numerous state and national conferences, consulted with a number of mental health organizations across Michigan, and has professional and personal affiliations with several local organizations.

Founding board members are Beth McCarthy, small business owner; Mitch Deisch, City of Manistee; Glenn Lottie, County Commissioner, Manistee County; Jim Reithel, General Manager of Operations, Martin Marietta, representing economic interests of industry; and Doug Parkes who represents multiple interests, including, private commercial lenders, small business and nonprofit organizations.

Questions or information about the Alliance for Economic Success can be directed to:

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