

# MarketWatch

Latest News

View All ▲ ▾

Video

▶ ◀

October 20, 2011

1:09 PM EDT

|          |        |        |           |        |          |        |
|----------|--------|--------|-----------|--------|----------|--------|
| New York | London | Tokyo  | DOW       | -28.53 | NASDAQ   | -24.47 |
| Open     | Closed | Closed | 11,476.09 | -0.25% | 2,579.57 | -0.94% |

LIVE VIDEO 'Digits' has latest news on tech — watch now

S&P 500 -3.33  
1,206.55 -0.26%

Home News Viewer Markets Investing Personal Finance Industries Economy/Politics Trading Deck Jobs

press release  
Oct. 18, 2011, 1:20 p.m. EDT

Log In Portfolio Alerts Games

## Michigan Business Leaders Tout Economic Benefits of Early Learning Investments



PR Newswire

United Business Media

KALAMAZOO, Mich., Oct. 18, 2011 /PRNewswire via COMTEX/ -- Early care and education programs generate \$1.2 billion in economic activity for Michigan, employ over 27,000 workers and improve future workforce

Four prominent area business leaders released a report today showing that investments in high-quality early care and education provide a surprisingly big boost to local businesses in Michigan and play an important role in helping the state recover from the economic recession.

Participating in the news conference at the Kalamazoo Regional Chamber of Commerce were David Tomko, PNC Southwest Michigan Regional President; Mike Larson, President & CEO, Greater Kalamazoo United Way; Sheri Welsh, President, Welsh & Associates; Steward Sandstrom, President and CEO, Kalamazoo Regional Chamber of Commerce; and Susan Gates, National Director of America's Edge, a nonprofit business leaders organization.

The business leaders cited an America's Edge report that found investments in early care and education are generating immediate sales of local goods and services, creating jobs and aiding in long-term economic security.

"Quality early learning investments in Michigan are generating sales of goods and services that are comparable to returns on investments in transportation, construction or manufacturing," said Tomko of PNC. "Early learning is a very viable economic sector in our state's economy."

According to the report, for every \$1 invested in early care and education in Michigan, a total of \$2.11 is generated in spending in the state, as compared to construction (\$1.95), transportation (\$1.94), wholesale trade (\$1.87), retail trade (\$1.76) and manufacturing (\$1.75).

"Many people don't understand that early care and education represents a sizeable part of our economy," said Larson, adding that the sector employs more than 27,000 people in Michigan. Larson also noted that research from Michigan State University shows that early care and education generates \$2.1 billion in economic activity in the form of sales of local goods and services from Michigan businesses, providing a significant economic boost to local communities.

Also included in the report is research documenting the long-term economic impact of quality early learning programs. According to the report, the global marketplace will require businesses to seek employees with advanced hard skills in math, reading and writing as well as the increasingly important "soft" skills like communication, collaboration and critical thinking. Experts believe that, by 2018, demand for students in the U.S. with an associate's degree or higher will exceed supply by 3 million workers.

The study cites research showing children who participate in quality early learning programs perform better in math and reading; develop the social and emotional skills that transform into those important soft skills; have higher graduation rates; enter the workforce with higher skill levels; and earn more as adults.

"Each national class of high school dropouts will make \$335 billion less over a lifetime than they would have had they finished school," said Welsh. "That is a staggering loss of spending power, and a huge loss of contribution to the tax base."

The business leaders applauded Governor Snyder and the state legislature for recognizing the importance of early learning this year by increasing funding by \$6 million for Michigan's

pre-K program - especially in such a tough budget climate. And they urged Michigan's Congressional delegation to also step forward to protect and prioritize federal early learning programs like Race to the Top - Early Learning Challenge, Head Start, Early Head Start and the Child Care and Development Block Grant. The business leaders urged Congressman Fred Upton, as a member of the deficit reduction "super-committee," to be careful about further touching discretionary spending programs because these programs are all funded with discretionary spending. "We are at a turning point in this country, and Congressman Upton has an extraordinarily difficult job ahead of him as a member of the 'super-committee,'" said Sandstrom. "But we cannot cut proven programs in the name of fiscal austerity." SOURCE America's Edge Copyright (C) 2011 PR Newswire. All rights reserved



**SPONSORED LINKS**

**2011 Top Tech Stock EMBA**

Make Money on the Hottest Tech Penny Stock today. Invest now [www.TechStockWire.com](http://www.TechStockWire.com)

**The One Must-Own Stock**

Company Holds Key To The Future Of Internet. 1,000% Potential Gains. [www.SuperStockHunter.com](http://www.SuperStockHunter.com)

**Sprint™ Official Site**

First Is 4G, But Plays Nicely W/ 3G. The First 4G Phone. HTC EVO™ 4G! [www.Sprint.com/Firsts](http://www.Sprint.com/Firsts)

**Penny Stock of the Day**

Penny Stock Pick of the Day Emails. Huge Gains for Active Traders! [www.PennyStockAlerts.com](http://www.PennyStockAlerts.com)

**Suggested stories**

**Ruth Mantell's On the Job: Job opportunities in health-care, retail**

**Solar sector faces shake-out on supply glut**

**Lowe's up on store closings; K-Swiss, Hibbett cut**

**Bill would give foreigners visas for buying homes**

**Commodities Corner: Opportunity knocks in gold, silver mining stocks**

**Analysts give Lowe's store closings a thumbs-up**

**From Around the Web**

Content from Sponsors [What's this?](#)

**Photos : Large, Dangerous Rocket Ship** (Science Channel)

**11 Sound-Alike Business Words You Might Be Spelling Wrong** (Work Goes Strong)

**Bill Gates Just Bought \$571 Million of This Stock** (Top Stock Analysts)

**Confessions of a Car Salesman Updated** (Edmunds.com)

**8 Types of Cancer Linked to Rheumatoid Arthritis** (Health.com)

[what's this]

**Featured Stories**



**Euro falls on report about summit**

**Libyan officials confirm Moammar Gadhafi killed**

Col. Moammar Gadhafi died from wounds sustained during a final push to seize control of his hometown of...



**U.S. stocks succumb to euro summit worry**



**Philly Fed index recovers in October**

**MarketWatch.com**

Enter Symbols or Keywords

- Site Index
- Topics
- Help
- Feedback
- Newsroom Roster
- Media Archive
- Premium Products
- Mobile

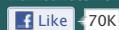
- Company Info
- Code of Conduct
- Corrections
- Advertising Media Kit
- Advertise Locally
- License our Content
- Broker Center
- Your Ad Choices

**THE WALL STREET JOURNAL.** Digital Network

- WSJ.com
- Barron's Online
- BigCharts
- Virtual Stock Exchange
- All Things Digital

- MarketWatch Community
- Financial News Online
- WSJ.com Small Business
- FINS: Finance, IT jobs, Sales jobs

MarketWatch on Facebook



MarketWatch on Twitter



Copyright © 2011 MarketWatch, Inc. All rights reserved.  
By using this site, you agree to the [Terms of Service](#) and [Privacy Policy](#) - UPDATED  
10/18/2011.

Intraday Data provided by SIX Telekurs and subject to [terms of use](#). Historical and current end-of-day data provided by SIX Telekurs. Intraday data delayed per exchange requirements. Dow Jones Indexes (SM) from Dow Jones & Company, Inc. All quotes are in local exchange time. Real time last sale data provided by NASDAQ. More information on [NASDAQ traded symbols](#) and their current financial status. Intraday data delayed 15 minutes for Nasdaq, and 20 minutes for other exchanges. Dow Jones IndexesSM from Dow Jones & Company, Inc. SEHK intraday data is provided by SIX Telekurs and is at least 60-minutes delayed. All quotes are in local exchange time.