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25 projects, places & collaborations shaping Detroit

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8:00 pm, May 10, 2009

BRIEFLY: Turnaround firm Conway MacKenzie expands into Texas

ALSO: Detroit College Promise reaches to Frederick Douglas school; Comcast to start selling ads on rival satellite feeds.

Turnaround firm Conway MacKenzie expands into Texas

The Birmingham-based turnaround firm of **Conway MacKenzie & Dunleavy** has expanded into Texas, opening offices in Dallas and Houston.

Van Conway, senior managing director and company co-founder, said he has hired three turnaround specialists from Texas and has three or four more hires in the pipeline, with the goal to grow that market to as many as 40 professionals.

Conway said he has begun a search for turnaround experts in Los Angeles and hopes to open an office there before the end of the year. The company, which employs about 100, including 65 turnaround experts, expanded to New York in 2007 and Atlanta in 2008. It has other offices in Chicago; Dayton, Ohio; and Shanghai, China; and a partnership with a firm in London.

— Tom Henderson

Detroit College Promise reaches to Frederick Douglas school

The **Detroit College Promise** has expanded its grass roots college scholarship program to the all-boy **Frederick Douglas College Preparatory High School** in Detroit.

Launched last August by Bingham Farms business owner Nat Pernick, the Detroit College Promise already is in place at **Cody High School**, with 138 seniors signed up to receive up to \$500 each year in scholarship assistance from the nonprofit.

The Detroit College Promise estimates that 500 students from both schools will be active in the program next year.

— Sherri Begin Welch

Comcast to start selling ads on rival satellite feeds

The advertising arm of Philadelphia-based cable provider **Comcast Corp.** will sell local spots on competing satellite television feeds of **Fox Sports Detroit** starting this month.

Comcast Spotlight reached a deal to sell ads on several regional cable networks with **Dish Network** beginning today and **DirectTV** some time later this summer.

Previously, only national advertisers could buy ads on the regional cable network's satellite feeds, Teresa Lucido, Comcast Spotlight's senior director of sales for Michigan, said in a statement.

The local ads will appear during live **Detroit Tigers, Detroit**

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Pistons and **Detroit Red Wings** games.

— *Bill Shea*

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