

# DETROIT NATIVE SUN

## \$100,000 Comerica Hatch Detroit contest return Telford Telescope: I've been bountifully blessed

PRNewswire/ -- TechTown Detroit and Comerica Bank announce the return of the Comerica Hatch Detroit Contest by TechTown, a small business competition that awards \$100,000 in startup funding as well as support services to one entrepreneur seeking to open a brick-and-mortar storefront in Detroit, Hamtramck or Highland Park. The competition, first launched in 2011, bolsters small business development in Detroit and will take place over the next four months, with the winning business crowned in June.

Applications, available on HatchDetroit.com, opened March 3 and will close on Friday, April 4. Entrepreneurs with a retail concept looking to establish their first brick-and-mortar location in Detroit, Hamtramck or Highland Park are eligible to apply.

"Detroit's small business community is built on the strength of its entrepreneurs, and TechTown is proud to support these business innovators through the Comerica Hatch Detroit Contest," said Christianne Malone, Assistant Vice President for Economic Development at Wayne State University and Chief Program Officer of TechTown Detroit. "We strive to inspire and cultivate Detroit's small business development through top-notch entrepreneurial resources, financial support, and valuable partnerships."

Information sessions for interested applicants will be held the week of March 17.

The small business contest includes two rounds of public voting to determine the Top 10 and Top 4 entrepreneurs, al-

lowing the community to vote for their favorite business.

The competition culminates June 11 with the annual Hatch Off, where the Top 4 entrepreneurs present their business plans to a panel of judges and a live audience. There, the winner will receive the \$100,000 grand prize that also includes a business support package from TechTown Detroit, Wayne State University's entrepreneurship hub.

As a proven launching pad for aspiring business owners, Comerica Bank and the Comerica Charitable Foundations are increasing their commitment to TechTown's Hatch Detroit program to amplify the impact on Detroit's small business economy.

Recognizing the cost of starting and sustaining a business has increased, and to further their commitment to ensuring the success of the Hatch Detroit program, Comerica Bank and the Comerica Charitable Foundation have increased their financial support to a combined total of \$200,000 this year, a \$50,000 increase from the previous three years.

"Comerica Bank was founded in Detroit more than 175 years ago, and we remain dedicated to supporting the city's entrepreneurship and the development of small businesses that make up the lifeblood of this community," said Meghan Storey, Comerica Bank Senior Vice President and Michigan Director of Small Business Banking.

In addition to its financial commitment, Comerica works alongside TechTown to provide in-kind support, such as technical services for contestants, during the contest.

By Dr. John Telford  
SUN COLUMNIST

The shortened run  
Through summer sun  
On springing, hot-sand-quickened sole  
Is swiftly, prematurely done--  
So win as much as can be won.  
If you should idly choose to stroll  
The shaded side instead of run,  
Your trip shall be a longer one--  
Myself, I'll risk an early toll  
For sufferance now to race the sun.

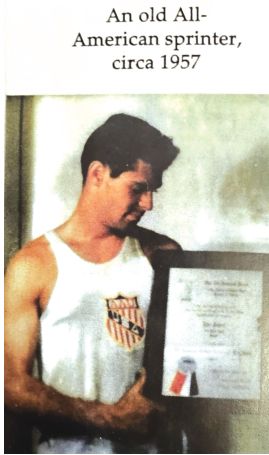
'Hot Sand' (this poem was written in 1963 as the frontispiece poem in my first book, 'The Longest Dash - A Running Commentary on the Quarter-Mile') -

I thank God for my not having had to pay that "early toll" but rather for having lived during my past long 89 years in the bright, egalitarian sunlight of history's greatest democracy, the leader of the free world (now gravely endangered by the Trump/Musk/Putin triumvirate), and for my having been raised by a wonderful Detroit kindergarten teacher and an indomitable Scotland-born boxer who taught me to champion all underdogs--essential learnings now in the benighted racist Age of Trump. I've been blessed to possess an athlete's body, a loving heart, and the sensitivities of a pure poet. In my 2023

book 'Athletes, Activism, & Apple Boughs - a Detroit Poetic Epic', I recount the great runners I raced, the fair ladies I chased, and the cause I've embraced--Diversity, Equity, and Inclusion. Competing overseas in my U.S. Track Team uniform, I never lost at 200 and 400 meters proudly representing our great country nor in any race on this continent (see photo). For most of my life, my constant cause has been to fight for the civil rights of ALL Americans--a cause which was also my fighter father's. I was blessedly married three times--first to an Irish teacher, second to a flight attendant of African descent, and finally to a Jewish school principal. Sadly, my first and third wives have passed. Beneath those timeless "Apple Boughs" whence I celebrate them poetically, all three were breathtakingly beautiful.

God willing, I now will continue to attack the racist convicted criminal Trump in my newspaper columns and on my WCHB AM1340 show Saturdays at 9:30 a.m. and Mondays at 6:30 p.m.--and on DETipTV.com all week 24/7--until our military forces hopefully have finally arrested him for treason or his goons come to take me away.

John Telford is a former NCAA and NAU All-American sprinter at WSU and a former superintendent of the Detroit Public Schools. Get his Detroit-oriented books at amazon.com and contact him at DrJohnTelfordEdD@aol.com or at (313) 460-8272.



An old All-American sprinter, circa 1957

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