

# Seidman Business Review

---

Volume 23 | Issue 1

Article 2

---

2017

## From the Editor

Gerry Simons  
simonsg@gvsu.edu

Follow this and additional works at: <https://scholarworks.gvsu.edu/sbr>

---

### Recommended Citation

Simons, Gerry (2017) "From the Editor," *Seidman Business Review*. Vol. 23: Iss. 1, Article 2.  
Available at: <https://scholarworks.gvsu.edu/sbr/vol23/iss1/2>

Copyright © 2017 by the authors. Seidman Business Review is reproduced electronically by ScholarWorks@GVSU.  
<https://scholarworks.gvsu.edu/sbr>

## From the Editor...



**N**o matter what your political views, I think we can all agree that 2016 was a wild, roller coaster ride of a year, full of surprises, twists and turns, and loop-the-loops.

The articles presented in this edition of the *Seidman Business Review* aim to shed light on some of the effects that this tumultuous year has already had on our economy, as well

as effects that are yet to come. The general economic situation is reflected in our yearly reviews and analyses of regional stocks, housing markets, commercial real estate, and our ever-popular annual economic forecast. We also have specialist articles on topics that are relevant to many in the business world – the high cost of prescription drugs, the importance of foreign-trade zones, assessing the needs of small businesses, and a piece by a British economist (yours truly!) on Brexit.

It is my belief that you will find these articles interesting and informative, with the insight and analysis that they provide. As always, I encourage you to look over the list of Seidman Faculty Experts provided on the last page and to contact those whose expertise may be of value to you, as our roller coaster ride continues!



Gerry Simons, Professor of Economics

## Seidman Business Review 2017 Contents

### **2 Grand Rapids Economic Forecast 2017**

**Paul Isely, Ph.D.**

How do area business leaders feel about the economy? What are their projections for employment, sales, and exports?

### **6 What Does Brexit Mean for West Michigan?**

**Gerry Simons, Ph.D.**

The British referendum to leave the European Union will have far-reaching consequences. What are some of the key points for U.S. businesses?

### **9 Prescription Drug Prices Will Drive Health Insurance Premium Increases in 2017**

**Jeff Rubleski, M.B.A.**

Find out about the role that prescription drugs play in medical inflation. What can you and your business do to control these costs?

### **11 Housing Market Trends In the Grand Rapids Area** **Laudo Ogura, Ph.D., and Paul Isely, Ph.D.**

Global economic growth was sluggish in 2016, but there was decent growth in the U.S. economy. What were the effects on the local housing market?

### **14 West Michigan Stocks Again Led the Way in 2016** **Gregg Dimkoff, Ph.D.**

The U.S. stock market posted solid gains in 2016, but how did the stocks of our regional companies compare?

### **18 Michigan Companies Growing Exports through Foreign-Trade Zones**

**Sonja Johnson, B.S.**

Foreign-Trade Zones have many advantages for Michigan businesses. Find out how they might be useful for you.

### **20 West Michigan-Grand Rapids Economic and Commercial Real Estate Forecast**

**Jeff Hainer**

The commercial real estate market is complex. Find out what the experts at Colliers International have to say about the prospects for 2017.

### **26 Small Business Needs Assessment**

**Jennifer Deamud, M.P.A., M.S.**

Growing a business is always a challenge, but what are the specific issues facing small businesses in Michigan?

### **29 Seidman Faculty Experts**

A listing of the various areas of expertise of Seidman College of Business faculty.