

OCTOBER 5-6, 2016  
DOWNTOWN PORT HURON  
MICHIGAN, USA

BREAKOUT SESSIONS IN  
LOCAL VENUES THROUGHOUT  
THE DOWNTOWN



# Connecting Entrepreneurial Communities



Learn Share Empower **Grow**

**MICHIGAN STATE**  
UNIVERSITY

**Extension**

Join other like-minded community leaders to learn exciting concepts and resources, share best practices and fresh ideas, and empower ourselves and others to grow our local communities at the annual Connecting Entrepreneurial Communities (CEC) Conference.

With breakout sessions embedded in shops and venues throughout the downtown, the conference offers the unique opportunity to learn about and experience an entrepreneurial community.

We encourage you to invite your colleagues, co-workers, community leaders, entrepreneurs and stakeholders. Whether you work in economic development, business, arts and culture, government, philanthropy, the nonprofit sector or education, you have an important part to play in supporting local businesses and entrepreneurial development in our communities.

**Bookmark the MSU Extension CEC Website for more detailed information:** <http://msue.anr.msu.edu/program/info/cec>

**Conference Time:** Wed. Oct. 5th, at 11:30 am thru Thurs. Oct. 6th at 12noon.

**Registration Fee:** \$85/person includes opening and closing lunch, Wednesday evening networking event plus all the conference materials.

**Accommodations:** There are several area hotels in the Port Huron area offering discounted rooms. For a complete list and room rates contact Blue Water Area Convention & Visitors Bureau at 800-852-4242 or the CEC Website:

[http://msue.anr.msu.edu/program/cec/cec\\_statewide\\_conference](http://msue.anr.msu.edu/program/cec/cec_statewide_conference)

**Register here:**

<http://events.anr.msu.edu/CEC2016/>

*"One of the most fun and meaningful conferences I've ever attended. I cannot express enough the value of visiting the places and people that conferences feature. It was mentally, socially and physically engaging. I can't wait for next year!" (2015 attendee)*

## What to expect:

Downtown Port Huron, Michigan; October 5-6, 2016

The Conference begins and ends with keynote speakers at the Port Huron City Council Chambers, overlooking Canada in downtown Port Huron. Break-out sessions will be held in unique venue locations throughout the downtown; all within walking distance. Wednesday evening will include a fun networking event to meet others and increase your contacts. Twenty six educational sessions are offered throughout the conference and each participant will have an opportunity to attend seven sessions. Plus we've added additional opportunities to network with others, learn best practices, and share your success stories... Truly "Connecting Entrepreneurial Communities".

## Keynote Speakers:

View full bio's online: [http://msue.anr.msu.edu/program/cec/cec\\_statewide\\_conference/cec\\_statewide\\_conference\\_program](http://msue.anr.msu.edu/program/cec/cec_statewide_conference/cec_statewide_conference_program)

### Wednesday Kickoff Session



**Mark M Walker, Founder & CEO: Michigan Mutual Inc.**

Mark M. Walker is Founder & CEO of Michigan Mutual, Inc., a full-service mortgage bank. Mark is a former member of Michigan Strategic

Fund Committee for the State of Michigan, a subcommittee of the MEDC.

Mark will share his secrets to starting a company today vs. 10 years ago, his drive to launching a national company with no experience while maintaining its headquarters in downtown Port Huron, and what truly differentiates companies in the same industry regardless of the industry.

### Thursday Opening Session



**Chuck Reid, Owner: Michigan Businesses (4)**

Chuck Reid is the owner of four (4) Michigan businesses: CHI, CityFlats Hotel, First Class Seating, and Sperry's located in Port Huron area. Chuck has been recognized as Michigan

Small Business Person of the Year and received other renowned business awards.

Chuck will share his journey as an early entrepreneur starting out, to a trail-blazer responsible for launching multiple businesses from one side of the State to the next, to his vision for bringing his entrepreneurial concepts to downtown Port Huron.

### Thursday Closing Session



**David Lorenz, Vice President: Travel Michigan**

David Lorenz serves as Vice President of Travel Michigan where he is responsible for leading the state's tourism branding, advertising and public relations efforts. He oversees the award-winning Pure Michigan tourism campaign, and coordinates overall statewide tourism initiatives.

Dave will share how the Pure Michigan campaign is strengthened by our entrepreneurs and communities that support them. Using leading examples, he will share how investment into communities can spur promotion and vice versa, thus making places where people want to do business and visit.

## Breakout Sessions:

View full breakout session descriptions online:

[http://msue.anr.msu.edu/program/cec/cec\\_statewide\\_conference](http://msue.anr.msu.edu/program/cec/cec_statewide_conference)

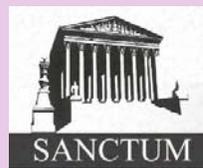
1. It Takes a Village
2. Walkable Communities
3. 5x5 Pitch Night-Putting \$ in the Pockets of Entrepreneurs
4. Sharing the Good News of Local Business
5. Co-Working to Build an Entrepreneurial Pipeline
6. Placemaking as an Economic Development Tool
7. Powering Innovation and Entrepreneurial Economies
8. Nostalgia and the Wonder of Growing Things
9. Creativity, Collaboration and Community
10. At Risk Student Leaders- Our Best Entrepreneurs!
11. Startin' Up Michigan Youth
12. First Impressions-Accessing Tourism Excellence
13. Veterans-Your Untapped Resource
14. Now we're Talking-Open for Business!
15. Ground to Glass-Sustaining partnerships in local AG and Craft Beer
16. Bringing Talent Back Home Through Reverse Scholarships
17. Solving the Next Generation of Challenges with Youth
18. Paddles, Pints, People & Plans
19. Let's Work Together-Brownfields and Redevelopment Success
20. Discover the Blue Tourism Campaign
21. Entrepreneurial Community Activation Process-Who Are We and Where Can That Lead Us?
22. Encouraging Local Food Enterprise through Planning and Zoning
23. Building a Downtown for Entrepreneurs
24. Raising a Generation of Innovation-Ready Youth
25. Economic Impact of Regional Food Systems
26. Fostering Entrepreneurship via the Shared Economy

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A special thanks to these local and state-wide organizations.

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**MICHIGAN STATE UNIVERSITY** | **Product Center**  
Food • Ag • Bio



To contact a member of the CEC Planning Team:

[http://msue.anr.msu.edu/program/cec/contact\\_us](http://msue.anr.msu.edu/program/cec/contact_us)

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