June 7 Downtown Sault Ste Marie

11:00 am Registration Opens

11:45am Networking Lunch - Lockview Restaurant (329 W Portage Ave, Sault Ste. Marie, MI)

12:10 pm Welcome - What is the “CEC Bootcamp” … program review
Andy Hayes – MSU Extension CEC Team Leader

12:15 pm Welcome to the Soo! – Mayor Tony Bosbous
This includes a 5-10 minute “tour of SSM” (video, PP, etc)

12:30 pm Opening Keynote Speaker
What is an entrepreneur… and why are they important to our communities?
Dave Ivan – MSU Extension – Greening Michigan Institute Director

1:00 pm BREAK – travel to breakout sessions

1:30 pm Breakout sessions (repeated at 2:45pm)
1. Forming an active local entrepreneurial support team
2. How to kill an entrepreneur
3. Basic tools/resources to assist local entrepreneurs
4. LSSU Prototype Development Center – a great resource for your local entrepreneurs

2:15 pm BREAK – travel to breakout sessions

2:45 pm Breakout sessions
1. Forming an active local entrepreneurial support team
2. How to kill an entrepreneur
3. Basic tools/resources to assist local entrepreneurs
4. LSSU Prototype Development Center – a great resource for your local entrepreneurs

3:30 Travel

4:00 pm Large Group Sessions
2. Local community benchmarking tool –Is your community entrepreneurial friendly? Where are the gaps?

4:45pm Travel and free time

5:30 pm Soo Locks Boat Tour and Networking Dinner – enjoy a truly unique and fun networking dinner aboard the Soo Locks Tour Boat.
7:30 pm  **After Hours at the 1668 Winery** – More networking for those that want to continue to share ideas and great stories!

**June 8**  **Lake Superior State University:**

Breakfast on your own

**8:30 am**  **Opening session:**  LSSU Campus, Cisler Student & Conference Center (Lake Superior Room, 2nd floor)

- **Welcome to LSSU**
  - Dr. Thomas Pleger, President LSSU

- **Keynote Speaker**
  - Joshua MacDonald – Engaging Young Professionals

**9:00 am**  **BREAK** - Travel to workshops

**9:30 am**  **Workshops (2 tracks offered)**

1. Lake Superior State University Campus Resources
   - LSSU and tour the Robotics Lab, Prototype Center, Environmental Lab.
   - Walking tour visiting each location

2. Case studies of well-functioning community teams (Sturgis, Green Light-EJ)
   a. Sturgis: *The secret sauce of working with local teams a.k.a “herding cats”* Do’s and don’ts from those that have been there/done that.
      - Examples of specific projects and impacts that resulted.
   b. East Jordan – (local Shark Tank style program) Green Light program results and what they’ve learned.

**10:30 am**  **Break** - Travel to closing session

**11:00 am**  **Closing session & Keynote**

- **Keynote Speaker**
  - Ken Hopper – Bird’s Eye Outfitters – An Entrepreneur’s Story

- **Final comments, evaluation and thanks!**

**11:30 am**  **Adjourn**

*(See program descriptions/presenters, next page)*

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Day 1 Sessions

Forming an active local entrepreneurial support team. Forming a local e-Team does not have to mean establishing yet another 501-c-whatever… What it does mean is recognizing all the various organizations that your community has and establishing a method whereas those organizations communicate, share information and resources and work together towards the common goal… helping entrepreneurs succeed in your town. Learn how to establish such an e-Team in your community. Presented by Andy Hayes, President - Northern Lakes Economic Alliance and E.D. Educator – MSU Extension and CEC Team Leader.

How to Kill an Entrepreneur. Learn ways that your community can really make it difficult for entrepreneurs to succeed. In fact, by following some basic steps, you can kill existing entrepreneurs and make sure no others will establish or grow. This interactive presentation will share common approaches that kill entrepreneurs, and discuss how to change your community into one that celebrates and supports entrepreneurial growth. Presented by Frank Gublo, E.D. Educator and Product Center Business Counselor – MSU Extension and CEC Team Member.

Basic tools & resources to assist local development. Whether it’s an entrepreneur trying to develop their product and reach market, or a community striving to develop a unique sense of place, an extra set of hands is oftentimes needed to take those next steps. Learn the wide range of help available in the EUP—from business counseling to accessing capital, and from planning tools to community development programs. Presented by Jeff Hagan, Executive Director – EUP Regional Planning & Development Commission.

LSSU Prototype Development Center – a great resource for your local entrepreneurs. The PDC is a not-for-profit activity of the Lake Superior State University School of Engineering and Technology that provides fee based engineering services to businesses, entrepreneurs and inventors.

Whether a prototype device or process is needed or making an existing idea ready for market the PDC can help with engineering in the areas of Mechanical, Electrical, Software, Manufacturing and Robotic/Automation, Statistical Analysis, Technical Writing and Documentation.

If a project needs additional support in the business or sciences areas, the PDC can manage the project and collaborate with various departments of the university. For example, projects may benefit from the involvement of the LSSU School of Business in developing a marketing or business plan.

Presented by Lake Superior State University Provost – David R. Finley, PhD., P.E. and Eric R. Becks – Lake Superior State University Director of Intellectual Property and Economic Development - Engineering Projects Manager, Prototype Development Center
Can Small Towns be Cool? Let’s face it. Most people want to live in a cool city. Of course the definition of “cool” varies and it does not have to mean “big city glitz”. Regardless of the definition, to attract and retain people of all ages to your community… it needs to be a place they consider “cool”.

Following the release of Richard Florida’s book “The Rise of the Creative Class”, cool cities became a buzzword and unfortunately the impression was that only urban centers really had a chance. Knowing that small towns are the backbone of our country, Dave Ivan set out to answer the burning question… “Can small towns be cool?”

What he found was a resounding “YES” and there are some pretty cool things happening in small towns all over the United States that make these small towns the type of place that people want to live.

This session is packed with cool examples from small towns all across the US. You will leave with many ideas that could/would/should be implemented in your community.

Presented by Dr. Dave Ivan, Director – Greening Michigan Institute, MSU Extension

Entrepreneurship Benchmarking – is your community entrepreneurial friendly? You may know what you are doing well, but do you know where the gaps are? Entrepreneurial success is greatly determined by community support. The center for Rural Entrepreneurship has developed six readiness indicators which can help establish the likelihood a community might have in building an entrepreneurship program. This fast-paced interactive presentation will briefly explore your community’s entrepreneur supportive environment.

Presented by Andy Hayes, President - Northern Lakes Economic Alliance and E.D. Educator – MSU Extension and Frank Gublo, E.D. Educator and Product Center Business Counselor – MSU Extension

Day 2 Workshops

LSSU Campus Resources: Take a walking tour of various labs on campus and learn how they can assist entrepreneurs in your community. Tour includes Robotics Lab, Prototype Development Center and Environmental Lab. Tour led by Eric Becks, LSSU Director of Intellectual Property and Economic Development - Engineering Projects Manager, Prototype Development Center

Case studies of well-functioning community teams. Learn from two communities that have “been there, done that”.

- Mike Wilson and Phyllis Youga will share success stories from “Generate Sturgis” (a local e-Team that has been in existence 10 years) as well as other local community volunteer teams, and the secret sauce of working with local teams (a.k.a “herding cats”).

- Mary Faculak will share the exciting “East Jordan, MI Green Light” program. Their version of “Shark Tank” which has resulted in several new business launches. East Jordan is a community with a population of 2,400 people. Yes… even small towns can have successful “pitch nights” if done correctly.