

State-Wide Conference

OCTOBER 4-5, 2017
HOWELL, MICHIGAN, USA

BREAKOUT SESSIONS IN
LOCAL VENUES THROUGHOUT
THE DOWNTOWN



Connecting Entrepreneurial Communities



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. 4th 11:30 am thru Thurs. Oct. 5th at 12 noon. (Registration and box lunches at 10:30 am Oct. 4th)

Registration Fee: Includes opening and closing lunch, Wednesday evening networking event plus all the conference materials. \$85 per person. \$100/after Sep 24, \$125 after Oct 1.

Accommodations: There are several hotels in the Howell area. For a complete list and room rates contact the Livingston County Convention & Visitors Bureau at 517- 548-1795

Register here:

<https://events.anr.msu.edu/CEC2017/>

"I traveled from Seattle, Washington for this conference, because my team told me "you have to attend- you won't be disappointed". They were right....Thanks CEC folks! I'll be back next year!"
(2016 attendee)

What to expect:

Downtown Howell, Michigan; October 4-5, 2017

The Conference begins with registration, box lunches and keynote speakers at the Howell Opera House, 123 West Grand River, Howell, MI. 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-four educational sessions are offered throughout the conference and each participant will have an opportunity to attend two keynote speeches and four breakout 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:

Wednesday Opening Session

Joe Parker, Entrepreneur



Joe Parker is a successful entrepreneur and believes in investing in Howell. Mr. Parker and his family have made significant investments in Downtown Howell, including the complete rehabilitation of three, three-story historic buildings (Heart of Howell); the creation of the first co-working facility in Livingston County (Frontal Lobe); and owns C&B Machinery manufacturing facility. Joe serves on the Board of Directors of the Howell Area Chamber of Commerce and is on the

Board of Trustees for Cleary University.

Thursday Closing Session

Renee Chodkowski, The Great Foodini



Renee Chodkowski is a successful food entrepreneur, the "Patron Saint of Foodies" in Livingston County. She believes anyone can learn to prepare healthy, delicious meals. For nearly three decades, she has taught people to do just that in the unique, highly entertaining style that has made her a much sought-after instructor and public speaker. Renee can often be seen on Detroit television stations demonstrating her recipes. Renee organizes an array of Pop-Up Bistros in area locations, including the Opera House. Renee serves on the Howell Area Chamber of Commerce Board of Directors.

Breakout Sessions:

View full breakout session descriptions online:

http://msue.anr.msu.edu/program/cec/cec_statewide_conference

1. Safe & Successful Downtown Living for Entrepreneurs
2. Connecting with Economic Vitality through the Arts
3. "IDEAS" Guide for Community, Entrepreneurs, Education
4. Spark Entrepreneurship in YOUR Community: K-Adult
5. Tech Entrepreneurship in Ann Arbor
6. Creating Community with Brownfield Redevelopment
7. Ignite Entrepreneur Success in Your Community!
8. What Are the "First Impressions" of Your Community?
9. 321 Go! Retail Launch Competition
10. Create an Entrepreneurial Ecosystem in Your Town
11. Downtown Art in Action
12. Grow Entrepreneurs in Your Community
13. A Place to Grow: Founders Farm @ Cleary University
14. Left Behind: Reaching our Rural Communities
15. Who Knew? Business Support at Your Public Library
16. Free On-line Business Planning Demographics Tools
17. Talent Recruitment: An Important Challenge
18. A Rural Co-working Space
19. Helping Food Businesses Grow in Your Community
20. Create a Microloan Fund!
21. Agriculture Means Business
22. Digital Marketing Trends in 2017
23. Empowering Young Entrepreneurs
24. Marketing HomeTown America—A Community Recruitment and Retention Program

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



If your company or organization would like to be a sponsor, please contact the planning team (see link below)

To contact a member of the CEC Planning Team:

http://msue.anr.msu.edu/program/cec/contact_us

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