

Breakout Session Descriptions

Connecting Entrepreneurial Communities, October 4th – 5th, 2017
Registration: 10:30 am on Wednesday, October 4th at Howell Opera House
123 West Grand River, Howell, Michigan, 48843
Website: <http://msue.anr.msu.edu/program/info/cec>

**Connecting
Entrepreneurial
Communities**



Walking Tours

Wednesday, October 4th (You may only pick one)

Title	Time	Presenters	Description
Safe & Successful Downtown Living for Entrepreneurs	12:45 – 3:15pm	Glenn Pape, Principal, Data Driven Urban Design	Why is downtown living especially attractive to young entrepreneurs and what are the market forces driving this demand? Discover how and why Howell turned some above business space into wonderful apartments, and how to create a variety of housing options in your downtown. This 2.5-hour session will include a tour of several new housing spaces in the downtown.
		Tim Schmitt, Community Development Director, City of Howell	
Connecting with Economic Vitality through the Arts and Culture	2:15 – 4:45pm	Jennifer Goulet, President and CEO, leads the Creative Many in advocacy/ public policy, research, professional practice, and communications to advance the power of Michigan's creative economy.	How can the arts bring new life to downtowns? Come and explore the transformational power of the arts, culture and creative economy in Michigan. In this 2.5-hour session you can tour some of the gems and projects that are bringing excitement to Howell, like the Opera House, the Theatre, street-scapes, and some very creative businesses!
		Cathleen Edgerly, Main Street Program and DDA Director, City of Howell	

Breakout Sessions

Wednesday, October 4th – Thursday, October 5th

Sessions 1 & 3		
Title	Presenter Information	Session Description
An "IDEAS" Guidebook	Owner/Creative Advisor of Inspiring Innovations, Inc., Marv Pichla's consulting service shares unique entrepreneurship customer service experiences. Marv consults with public and private business, education, and community organizations to develop new and different problem-solving methods.	Join the quest for community enhancement by participating in an IDEAS Guidebook initiative! This tool is designed to help anyone build on their community, business, education, or entrepreneurship IDEAS and prepare for next steps. The IDEAS Guidebook and related Advisor Sessions assist in finding resources to make IDEAS come alive.
Spark Entrepreneurship in YOUR Community: K-Adult	As the Community Outreach Coordinator for Generation E Institute, Kristin Brennan assists with the growth of entrepreneurship programs. Kristin has a B.S. from Michigan State University and a MSW from Arizona State, and experience in the development of state youth programs.	Through hands-on activities we share best practices and ways to spark the entrepreneurial pipeline in your community. Explore ways to engage youth, allowing them to dream big and place value on a community where they could live, work, and play one day. Complete the pipeline by identifying needs for adult entrepreneurs to make a more vibrant community
Creating Community with Brownfield Redevelopment	Jeff Hawkins is founder and co-owner of Envirologic. He has a B.S. in Geology from Southern Illinois University and a M.S. in Earth Science from Western Michigan University. Jeff has over 31 years of environmental consulting experience including developing significant expertise in all aspects of Brownfield Redevelopment.	This informative presentation will discuss how for most communities, Brownfield Redevelopment entails more than just the remediation of a blighted or contaminated plot of land. It is important to recognize the enduring impact brownfield projects have on neighborhoods, communities, and entire regions.
What Are the "First Impressions" of Your Community?	Andy Northrop is a Regional Educator in Sustainable Tourism and Community Economic Development for MSU Extension's Greening Michigan Institute. He works across disciplines to help revitalize Michigan communities.	Discover how you can apply the "First Impressions for Tourism" (FIT) program to your community. FIT utilizes existing strengths and weaknesses-- as seen through the eyes of first-time visitors-- to stimulate a community that can create initiatives for living, working, and playing. <i>*Please note, this session is mobile and interactive.</i>

<p>Create an Entrepreneurial Ecosystem in Your Town</p>	<p>An energetic entrepreneur with success growing multiple companies from startup to profitability, Matt Brooks is passionate about building an entrepreneurial ecosystem in Michigan's Blue Water Area. He believes that a great idea and a well-executed action plan fueled by a relentlessly positive attitude are the ingredients to success.</p>	<p>Whether your hometown is big or small, full of techies or a farming community, you can (and should) foster an ecosystem that champions entrepreneurship. Matt Brooks will reveal the steps he took to create a popular coworking space in Port Huron and how he pioneered Blue Water Startups, a countywide community of entrepreneurs and supporters.</p>
<p>Who Knew? Business Support at Your Public Library</p>	<p>With over ten years of library experience, Brandi Tambasco is the Adult Services Librarian at the Howell Carnegie District Library, providing business outreach/engagement, and using the public library for market research. She works in close partnership with the Howell Chamber of Commerce and Downtown Development Authority/Main Street.</p>	<p>What can your public library do for entrepreneurs and small business owners? More like what <i>can't</i> it do! Learn about resources to conduct market research, find sample business plans, receive mentoring from business leaders, and much more! Help launch and sustain businesses with the help of the library's print and electronic resources.</p>
<p>Talent Recruitment: An Important Challenge</p>	<p>Buck Love is the Director of Business Attraction & Growth for the Northern Lakes Economic Alliance, a regional public/private economic and community development organization. Previously he managed the Business Liaisons for the Northwest MI Works region.</p>	<p>Recruiting and retaining Talent is a critical challenge for entrepreneurs. This session will dive into this topic and the tools and resources available to communities to assist companies with this issue.</p>
<p>Helping Food Businesses Grow in Your Community</p>	<p>Julia Darnton is a Community Food Systems Educator with Michigan State University- Extension, focused on farmers markets and local food systems.</p>	<p>It's no secret- the fanatical interest in food is growing everywhere! Learn how to help food businesses survive and thrive through support, feedback and opportunities to grow.</p>
<p>Agriculture Means Business – *offered in sessions 1 & 2 only</p>	<p>Joanne Davidhizar is an Extension Educator in the Michigan State University- Extension Agribusiness Institute. She is an Innovation Counselor with the MSU Product Center, counseling entrepreneurs.</p>	<p>Agriculture is Michigan's second largest industry, which means opportunities far beyond the field. Come and find out how your community can connect with entrepreneurs along the food web, value-added agriculture and agri-tourism sectors.</p>

Digital Marketing Trends in 2017	Candy Jones-Guerin, Constant Contact and WebWorld Advantage.	Digital marketing is changing the way we connect with clients and the community, thanks to smartphones, ever-increasing data and video streaming, and a desire for more digestible and personalized content. We'll explore current trends and simple ideas for incorporating them in order to connect and share resources with entrepreneurs.
Marketing HomeTown America - A Community Recruitment and Retention Program	Marilyn Schlake and Ben Dutton, University of Nebraska- Extension	Knowing what is special, marketable and truly unique about your community can attract visitors and new residents. Marketing HomeTown America can help you unearth hidden gems through the lens of your current residents. Hear how MHA helped communities in Nebraska discover their marketable assets and involve community members in action steps to recruit and retain residents.

Sessions 2 & 4		
Title	Presenter Information	Session Description
Tech Entrepreneurship in Ann Arbor	Bill Mayer has founded multiple start-ups in the technology and finance sectors. He has worked with numerous businesses from start-up ventures to Fortune 500 companies. Today, he oversees entrepreneurial services at Ann Arbor SPARK.	Ann Arbor SPARK offers select business acceleration services that drive the development of innovative technology startups by shortening the time required to attract capital, talent, customers and other strategic resources. Learn how you can take a strategic approach to leverage entrepreneurs.
Ignite Entrepreneur Success in Your Community!	Diana Hammer-Tscheschlok is a Community, Natural Resource and Economic Development Educator for the University of Wisconsin - Extension. She is currently developing an entrepreneurial support system that serves all residents.	IGNITE! Business Success (ignitefdlc.com) is a network of 17 entrepreneur resource providers in Fond du Lac County, WI who have formally organized to deliver a higher level of support for start-ups and growing businesses. Partners offer innovators the best confidential, free or low-cost, business-building solutions. Learn how this entrepreneurial development system started and continues to improve.
321 Go! Retail Launch Competition	Kevin Ricco is the Director of the Muskegon Innovation Hub, a business incubator and innovation center providing co-working space, coaching, education and training for entrepreneurs.	The Hub partnered with Downtown Muskegon Now to develop and deploy an accelerated retail launch initiative that included 6 months of free space and \$20K in professional support services. The Hub trained through Pitch Perfection Coaching and the winner was selected at a live pitch event by a panel of local judges.

Downtown Art in Action	Dana Walker is the Downtown Development Authority director for Imlay City. She has been the director of the Imlay City Chamber of Commerce as well as promotions assistant and market manager. She also owned a gift store in downtown Farmington for several years.	In the summer of 2016, the Imlay City DDA sponsored an art initiative that produced fourteen large pieces of outdoor public art. Two artists were commissioned to create the artwork on an underutilized city-owned property. The program can act as an economic driver and placemaking initiative and can easily be replicated in any downtown.
Grow Entrepreneurs in Your Community	As a Business Counselor for the Small Business Development Center, Millie Chu assists in the launch and growth of start-ups. Her expertise consists of business consulting, business planning, and coaching small businesses in many areas including staffing, marketing, organizational development, and leadership.	Entrepreneurs have a million questions and can get overwhelmed when finding the answers. Small Business Development Center provides individual counseling in the core areas of need in the entrepreneurial community. See what resources are available to help them launch and grow.
A Place to Grow: Founders Farm @ Cleary University	Dr. Marlo Rencher is the vice president of Innovation, Entrepreneurship and Diversity at Cleary University. She is an entrepreneur and educator with two decades of experience with startups and small business development. She also worked for Detroit tech incubators and entrepreneurial development agencies.	Learn how Cleary University has engaged millennial students to become leaders in their local community. Through the Founders Farm program, students are able to discover their place in the community while juggling school, work, and entrepreneurial pursuits. Come and learn what has worked well throughout this evolving case study.
Left Behind: Reaching our Rural Communities	Timothy Jenks has a BA in Economics, an MBA in Policy Analysis, a CPA, a PhD in Natural Health, and is also an entrepreneur. He worked as a professor and in Holland City government.	Rural areas face challenges; they lack resources, infrastructure, and connections. To thrive, they need more than summer tourism, and signage to the scenic overlook. We will describe definitions and features of urban influence and rural communities, talk about options, and brainstorm new ideas for entrepreneurship.
Free On-line Business Planning Demographics Tools	Hannah Sanderson is the Business Attraction/Growth Specialist for the Northern Lakes Economic Alliance. She helps communities prepare for business expansion and growth by helping them understand the demographics involved.	Assist entrepreneurs in your town with the free online tools available with demographic for your community/area. These tools are valuable whether you are working with a new business start-up or an existing business wanting to locate in your community. Excellent information for business planning purposes.

<p>A Rural Coworking Space</p>	<p>Fabrizio Tarara has a Computer Science degree from Colorado State University. He has experience in software development with FedEx, and is currently a VP for a machine manufacturing company specializing in industrial grinding machines for the auto, aerospace, tool, etc. industries.</p>	<p>Learn how Frontal Lobe Coworking beat the odds in starting a coworking space in "rural" Howell, MI. Making a space a success when no one even know the concept of coworking! See how FLC implemented something so simple yet it has helped bring more companies, employees and revenue right to the heart of its little town.</p>
<p>Create a Microloan Fund!</p>	<p>Rick Scofield operated a manufacturing business for forty-three years. He was a member of a local bank board for seventeen years, and a participant in over twenty local and civic boards. Currently he is a SCORE Mentor.</p>	<p>No, it's not impossible -- come learn how the Economic Development Council of Livingston County created a Microloan Fund for start-up entrepreneurs and small business people that's the envy of the region.</p>
<p>Agriculture Means Business (*offered in sessions 1 & 2 only)</p>	<p>Joanne Davidhizar is an Extension Educator in the Michigan State University- Extension Agribusiness Institute. She is an Innovation Counselor with the MSU Product Center, counseling entrepreneurs.</p>	<p>Agriculture is Michigan's second largest industry, which means opportunities far beyond the field. Come and find out how your community can connect with entrepreneurs along the food web, value-added agriculture and agri-tourism sectors.</p>
<p>Empowering Young Entrepreneurs</p>	<p>Kathy Jamieson is an Extension Educator in the Michigan State University- Extension Children and Youth Institute. Kathy has specialized in youth entrepreneurship over much of her career.</p>	<p>Do you want to retain and attract young talent to your community? Join us for an exciting conversation on engaging young people in exploring entrepreneurship as a career option and developing an entrepreneurial mind-set. Curriculum, resources, and innovative programs involving youth in hands-on learning about business creation will be shared. A great opportunity to network with others interested in growing the next generation of entrepreneurs!</p>

Keynote Speaker's Biography's

Joe Parker is a successful entrepreneur from Howell. Mr. Parker and his family have made significant investments in Downtown Howell, including the complete rehabilitation of three, three-story historic buildings, now called the Heart of Howell. This complex houses restaurant, retail and office space. Joe opened 2FOGs pub in the basement level, a speakeasy-style bar and restaurant that specializes in high end liquors, beers and craft cocktails as well as an eclectic and delicious menu. The Parker family also purchased a building in downtown and began the first co-working facility in Livingston County, called Frontal Lobe. Joe also owns C&B Machinery, which moved to Brighton last year, from its original location in Livonia. C & B Machinery builds high precision and production disc grinding machines. Joe serves on the board of directors of the Howell Area Chamber of Commerce and is on the Board of Trustees for Cleary University.

Renee Chodkowski (aka The Great Foodini) is a successful food entrepreneur. Considered by many 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 conducts classes in schools, markets, the Cleary University demonstration kitchen, businesses, and private homes. Renee can often be seen on Detroit television stations demonstrating her recipes. She is a fervent believer and supporter of farmers' markets and buying directly from the farm or producer. Renee organizes an array of Pop-Up Bistros in area locations, including the Howell Opera House. Renee serves on the board of directors for the Howell Area Chamber of Commerce and is a big supporter of Downtown Howell, offering her perspective for special events like Rock the Block and many others.