Register Now for the

Connecting Entrepreneurial Communities
2012 Conference

Bring a team from your community to connect with other local leaders, organizations, and businesses as we work to grow and sustain entrepreneurial communities.

Tuesday, October 9, 2012
Downtown Petoskey

Registration

Individual registrants: $75 per person
Team registrants: $65 per person

Register Here

Register with a team of three or more leaders from your community to receive a discounted rate!
Keynote Speakers

What is This Entrepreneur Creature and Why Should We Stake Our Future on Them?

Barb Fails Raftshol
Associate Professor and Associate Director
MSU Land Policy Institute

The American Spoon Story

Justin Rashid
President and CEO
American Spoon

With so much interest in entrepreneurship, and in finding more ways that communities can support business development, how well do we really understand entrepreneurs? Who are they and what makes them tick? How prevalent are they in your community and what makes them “wired” for action? Healthy communities benefit from the contributions of a widely diverse population of these “change agents”. Find out why they are so special.

The American Spoon Story

Justin Rashid was born in Detroit, Michigan and grew up behind the counters of family grocery stores in inner city Detroit. In 1982, he co-founded American Spoon Foods, the first to market a line of specialty foods made from Michigan-grown fruits on a national scale. In 1984 Justin Rashid was a recipient of the James Beard Award in recognition of exceptional leadership in American Cuisine. Now in its 30th year, American Spoon sells its products directly through the company’s six retail stores, its website and mail order catalog, and through a variety of specialty food retailers in 39 states throughout the US.

Featured Presenters

Readiness Assessment Tools: Is Your Community Entrepreneur Friendly?

Mark Thomas
MSU Extension Educator

The Center for Rural Entrepreneurship has developed six readiness indicators, which help communities build entrepreneurship programs. This interactive presentation will briefly explore your community’s entrepreneur support environment.

The Entrepreneurial Mindset

Barb Fails Raftshol, Ph.D.
MSU Land Policy Inst.

You can develop a more “entrepreneurial” mindset - one that sees opportunity, assesses risk, and takes action. Learn some simple ways to develop your aptitude and take charge of your destiny, whether you see yourself as an entrepreneur or not.

MSU Triple Bottom Line +

John Warbach, Ph.D.
MSU Land Policy Inst.

How do we plan for the future, start or grow a business, or develop a community while incorporating such a big concept as sustainability? We rely on a foundation of the triple bottom line, of long-term economic, environmental and social sustainability, also called people, planet and profit, with the addition of cultural sustainability, which we call the Triple Bottom Line +.
Break-Out Sessions

at local venues throughout downtown Petoskey

- Access to Capital – When the Obvious Avenues Don't Work
- Individual Development Accounts (IDA) as a Tool for Entrepreneurs
- Creating the Next Generation of Entrepreneurs
- Business Resource Centers – an Important, Must-Have Tool for Entrepreneurs in Your Community
- Kiva Detroit – Community Owned and Led Microfinance
- The Bottom Line – Small Business Planning from the Lender's Perspective
- Natural Resource Enterprise Opportunities in Michigan
- Developing a Youth Business Expo
- Rural Back Roads – Art, Food, and Farm Tours for Economic Development
- Function and Community Value of Business Incubators
- Social Entrepreneurship in Communities
- What is a Green Entrepreneur and Why Does it Matter?
- Creating Entrepreneurial Communities – Five Case Studies
- Art in the Public and the Public in Art
- Tools to Go Longer and Deeper with Microenterprise Borrowers
- Developing Your NODE-itude for Better Results in Working with Groups
- Where's the Profit in Microenterprise - Finding Your Place in the Community
- Motor City Welcoming Committee – an Invitation to an Entrepreneurial Detroit
- Myth Busting – Who is the Creative Entrepreneur?
- Artist Entrepreneurs as Community Business Leaders

Downtown Petoskey and Conference Venues
Monday, October 8
7:00pm to 11:00pm       Arriving early? Join us at the Noggin Room in the Perry Hotel

Tuesday, October 9
8:00am                  Registration and continental breakfast – Perry Hotel
8:45am                  Opening Session & Keynote Speakers – Perry Hotel
10:00am                 Breakout sessions – 12 sessions at various downtown locations
11:15am                 Breakout sessions – 12 sessions at various downtown locations
12:00pm                 Lunch downtown - voucher included in registration fee
1:30pm                  Featured Speaker Sessions – various downtown locations
3:00pm                  Breakout Sessions – 12 sessions at various downtown locations
4:00pm                  Closing Session – Perry Hotel

*Note: The opening and closing sessions will be held at the Perry Hotel in downtown Petoskey. Breakout sessions will be hosted by various downtown businesses, all within easy walking distance of the hotel. Please plan on comfortable shoes and dress for the weather.

Hotel Accomodations

Several establishments offer hotel accommodations at a special CEC conference rate. View Petoskey Hotels
http://www.petoskeyarea.com/cec-170/

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The Connecting Entrepreneurial Communities Conference is presented by

Greening Michigan Institute – Sustaining Community Prosperity Workgroup

In partnership with

Thank you to our generous sponsors

With thanks to

For more information contact any CEC Conference Planning Committee Member:

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