



## CEC Conference - Tuesday, October 9, 2012

### BREAKOUT SESSIONS

Time		Topic	Presenter	Presentation Description
10:00-10:45	1	<b><i>Access to Capital – Show me the money...when all the obvious avenues don't work</i></b>	Tom Erhart, Northern Lakes Economic Alliance, Lori Meeder, Northern Initiatives and Lisa McComb, Northern Shore Loan Fund	Gain information about how to help communities understand various options for capital for entrepreneurs.
	2	<b><i>Individual Development Accounts (IDA) as a Tool for Entrepreneurs</i></b>	Tammy Farnum, Program Manager, Franklin Street Community Housing Corporation	Anyone wanting to buy a house or start a business or get a job needs good credit. They also need funds to help get them started. We have had great success with helping our clients who want to start a business to use IDA funds for startup or expansion cost. We will focus on how the benefits of the IDA program including working with the client on credit, business plans, marketing, funding, outreach, etc. We use partners from our area to provide the necessary resources our client will need in order to have a successful business.
	3	<b><i>Creating the Next Generation of Entrepreneurs</i></b>	Sara Keinath, 4-H Youth Educator; Kathy Jamieson, 4-H Youth Educator; and Cheryl Peters, Executive Director, Generation E	Do you want to retain and attract young talent to your community? Come learn about ways to prepare youth for success by developing an entrepreneurial mind-set. Curriculum, resources and innovative programs that engage youth in hands-on learning about business creation will be shared. Let's build enterprising youth together!
	4	<b><i>Kiva Detroit: Community Owned and Led Microfinance program.</i></b>	Elizabeth Garlow, Director of Strategic Initiatives, Michigan Corps	This presentation will share the experience of launching Kiva Detroit (kiva.org), which empowers Detroiters to nominate and lend to small businesses in Detroit \$25 at a time. Through Kiva Detroit, small businesses can access microloans up to \$10,000. Kiva Detroit rallies broader community support for entrepreneurs throughout the loan request process and beyond. We will provide an overview of our experience in building our volunteer 'Team Kiva Detroit' which includes a diverse group of citizens supporting microenterprise.

	5	<b><i>Natural Resource Enterprise Opportunities in Michigan</i></b>	Russell Kidd, MSU Extension Forestry Educator	This presentation will define/describe the broad range of natural resource enterprise opportunities in Michigan, explain their historical significance and highlight the potential of further development of Natural Resource Enterprises to rural economies of Michigan. Tools and resources available to help potential Natural Resource Enterprise entrepreneurs to learn more about and get started in their enterprise will be presented.
	6	<b><i>Rural Back Roads Art, Food, and Farm Tour for Economic Development</i></b>	Ginger Hentz, Extension Educator, MSU Extension and CEC Community Coach	Learn how to replicate the Arts and Eats rural back roads art, food, and farm tour of southwest Michigan that showcases how communities can boost local entrepreneurs and economies through creative cultural and collaborative efforts.
	7	<b><i>Function and Community Value of Business Incubators</i></b>	Ron Steiner, Regional Entrepreneurship Educator, MSU Extension and Starting Block	A discussion of what works and what doesn't work in the world of business incubators and how they are of value to and can be a useful resource tool for communities and entrepreneurs. Experience of The Starting Block in Hart, MI will be shared.
	8	<b><i>What is a Green Entrepreneur and why is it important.</i></b>	Bill Carpenter, MSU Extension Educator, Retired	Learn how community actors and programs can encourage environmental and social wellness initiatives for enhanced community image and attractiveness. Hear about regional examples from a local entrepreneur who has adopted an environmental and social sustainability practice(s) and the business impact of his/her experience.
	9	<b><i>Art in the Public and the Public in Art</i></b>	Toby TenEyck, Associate Professor, Sociology, Michigan State University	The role of art in generating civic action and interest in an area has long been understood by artists. City officials and social scientists are also beginning to realize the power of art in urban (re)vitalization, all of which offers numerous opportunities for entrepreneurs to tap into the business potentials of cultural production. This presentation will focus on how public art has been used in urban areas to attract tourists, and how such efforts can be tapped for businesses.
	10	<b><i>Developing Your NODE-itude for better results in working with groups</i></b>	Marcy Bishop Kates, Owner/Manager Incu-Bake	Are you the "go-to" person in your circle of colleagues and/or friends? Do you plan the events, come up with the crazy ideas, or are you the first one people call when they want to convene a group? Then you're what we call a NODE! You can nurture and develop your NODE-itude—especially in the entrepreneurial world. In this workshop we'll explore fresh ideas for changing the culture of networking from the same old elevator speeches to usable and inspirational information sharing. You may find that you look forward to networking opportunities, rather than dreading them! This workshop is low-tech and interactive!
	11	<b><i>Where's the Profit in Microenterprise: Finding Your Place in the Community</i></b>	Teddy and Susan Fitzmaurice, President, Teddy's Ts	Through this workshop you will learn what makes Teddy's Ts unique and extraordinary and what every microenterprise needs to duplicate to be a success. Teddy will share his passion about his life and business. His mom, Susan, will detail the intricacies of what transformed Teddy's Ts from a casual hobby to a successful business.

	12	<b>Myth Busting– Who is the Creative Entrepreneur?</b>	Simón C. Perazza, Consultant MSC Solutions	How is the artist entrepreneur different or the same from more traditional business entrepreneurs? Knowing more about them and their business models and needs can help to cultivate this often-overlooked economic sector and its value to community sustainability and destination. The contributions of artists and creative entrepreneurs go far beyond arts products, performances, and marketing tools. Many cultural creatives are deeply engaged in community development and can offer leadership, vision, critical thinking and new perspectives to community planning and development issues.
11:15-12:00	1	<b>Access to Capital – Show me the money...when all the obvious avenues don't work</b>	Tom Erhart, Northern Lakes Economic Alliance, Lori Meeder, Northern Initiatives and Lisa McComb, Northern Shore Loan Fund	Gain information about how to help communities understand various options for capital for entrepreneurs.
	2	<b>Business Resource Center – an important tool and “must have” resource for entrepreneurs in your community</b>	Andy Hayes, President, NLEA & GMI ED Educator, MSU Extension & Cliff Carey, Boyne City Library and BRC location	Presentation of a simple roadmap for communities that would like to establish a Business Resource Center in their community.
	3	<b>Developing a Youth Business Expo</b>	Cheryl Peters, Executive Director, Generation E & Kathy Jamieson, MSU Extension 4-H Youth Educator	Create economic growth by linking youth, entrepreneurship, and communities through celebrating successful youth business ventures. While most economic development and entrepreneurial conversations focus on adults, this initiative fosters youth entrepreneurs. Learn how to plan and implement Youth Business Showcases/Expos that feature our next generation of business and community leaders.
	4	<b>Function and Community Value of Business Incubators</b>	Ron Steiner, Regional Entrepreneurship Educator, MSU Extension and Starting Block	A discussion of what works and what doesn't work in the world of business incubators and how they are of value to and can be a useful resource tool for communities and entrepreneurs. Experience of The Starting Block in Hart, MI will be shared.
	5	<b>Tools to Go Longer and Deeper with Micro-borrowers</b>	Dennis West, Northern Initiatives	Community Advantage is a pilot initiative to increase the number of Small Business Administration (SBA) lenders who reach underserved communities. It targets mission-focused financial institutions not previously able to offer SBA loans. Community Advantage creates a pathway for Microenterprise Development Organizations to retain customers and support them through growth, building systems and adding employees. The session will include a look at Northern Initiatives' participation in the program.

	<p><b>6</b> <i>Developing Your NODE-itude for better results in working with groups</i></p>	<p>Marcy Bishop Kates, Owner/Manager Incu-Bake</p>	<p>Are you the “go-to” person in your circle of colleagues and/or friends? Do you plan the events, come up with the crazy ideas, or are you the first one people call when they want to convene a group? Then you’re what we call a NODE! You can nurture and develop your NODE-itude—especially in the entrepreneurial world. In this workshop we’ll explore fresh ideas for changing the culture of networking from the same old elevator speeches to usable and inspirational information sharing. You may find that you look forward to networking opportunities, rather than dreading them! This workshop is low-tech and interactive!</p>
	<p><b>7</b> <i>Creating Entrepreneurial Communities (CEC)—Voices from the field</i></p>	<p>CEC Champions: Karen Heath, Barry County E-Pillar, Jeff Hicks, WBD Team--Bath, DeWitt, Watertown Townships and City of DeWitt, Kim Marrone, SEED Group, Imlay City, Diane Patrick, CEDARS Team, St. Ignace/Les Cheneaux, Mike Wilson, Generate Sturgis</p>	<p>Hear from a panel of local leaders in 5 communities across Michigan—their successes and challenges in creating entrepreneurial communities as they implement creative strategies to support entrepreneurs.</p>
	<p><b>8</b> <i>Motor City Welcoming Committee: An Invitation to an Entrepreneurial Detroit</i></p>	<p>Emily Doerr, Manager, Small Business Programs at Detroit Regional Chamber, Jeanette Pierce, Director of Community Relations for D:hive, and Brian Ellison, Business Advocate – City of Detroit</p>	<p>This session will: a) Show the impact that entrepreneurs are having on the city’s core area and surrounding neighborhoods; b) Investigate strategies and policies that help or hinder entrepreneurial activity; and c) How to translate those lessons to other communities around the state of Michigan. Expect an exciting interactive session!</p>
	<p><b>9</b> <i>Myth Busting– Who is the Creative Entrepreneur?</i></p>	<p>Simón C. Perazza, Consultant MSC Solutions</p>	<p>How is the artist entrepreneur different or the same from more traditional business entrepreneurs? Knowing more about them and their business models and needs can help us to cultivate this often-overlooked economic sector and its value to community sustainability and destination. The contributions of artists and creative entrepreneurs go far beyond arts products, performances, and marketing tools. Many cultural creatives are deeply engaged in community development and can offer leadership, vision, critical thinking and new perspectives to community planning and development issues.</p>
	<p><b>10</b> <i>Where’s the Profit in Microenterprise: Finding Your Place in the Community</i></p>	<p>Teddy and Susan Fitzmaurice, President, Teddy’s Ts</p>	<p>Through this workshop you will learn what makes Teddy’s Ts unique and extraordinary and what every microenterprise needs to duplicate to be a success. Teddy will share his passion about his life and business. His mom, Susan will detail the intricacies of what transformed Teddy’s Ts from a casual hobby to a successful business.</p>

	11	<b>Artist Entrepreneurs as Community Business Leaders</b>	Nancy McRay, Fiber artist and owner of Woven Art, Martin Scott, Co-Owner of Northern Michigan Artists Market	Learn from a panel of experts and practitioners in the field. Artist entrepreneurs provide communities with successful business models, engage and support community artists, provide learning opportunities, and bring unique perspective and creative problem solving to community planning. These creative enterprises are also creating artists in your communities.
1:30-2:30	1	<b>Readiness Assessment Tool - Is Your Community Entrepreneurial Friendly?</b>	Mark Thomas, MSU Extension Educator	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.
	2	<b>The Entrepreneurial Mindset</b>	Barb Falls Raftshol, PhD, MSU Land Policy Institute	Yes, you can develop a more “entrepreneurial” mindset – one that sees opportunity, assesses risk, and takes action. More and more of us are developing an entrepreneurial mindset as we pursue the “New American Dream;” technology and a global economy are enabling microenterprise development like never before. Learn some simple ways to develop your aptitude and take charge of your destiny, whether you see yourself in business or not.
	3	<b>Community Sustainability and the Triple Bottom Line +</b>	John Warbach, Professor, Associate Director, MSU Land Policy Institute	How does a business, community organization or local government make decisions about how to plan for the future, start or grow a business, or develop their community and successfully incorporate such a big concept as sustainability? Michigan State University is developing a suite of sustainability decision support solutions to add value to each of those activities with a set of tools that can tie them together around a common purpose of improving decision making that leads to more sustainable outcomes—an improved economy and equitable distribution of economic benefit, a healthy environment and a thriving culture.
3:00-3:45	1	<b>Individual Development Accounts (IDA) as a Tool for Entrepreneurs</b>	Tammy Farnum, Program Manager, Franklin Street Community Housing Corporation	Anyone wanting to buy a house or start a business or get a job needs good credit. They also need funds to help get them started. We have had great success with helping our clients who want to start a business to use IDA funds for startup or expansion cost. We will focus on how the benefits of the IDA program including working with the client on credit, business plans, marketing, funding, outreach, etc. We use partners from our area to provide the necessary resources our client will need in order to have a successful business.
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6	<b><i>The Bottom Line: Small Business Planning from the Lender’s Perspective</i></b>	Bob Jones, Program Manager Cornerstone Alliance	Whether an entrepreneur is seeking funding for his small business or not, lenders can be a terrific source of input on their business plans. Utilizing the 5 C’s of credit and a cash flow pro forma to illustrate breakeven points, sales goals and seasonality and other highly relevant business plan components, the presentation will focus upon the long term sustainability of a small business. Key elements of business planning assistance from the lender’s viewpoint and financing options will be covered. Examples of both good and bad business plans will be presented. to illustrate financing prospects and the viability of the venture.
7	<b><i>What is a Green Entrepreneur and why is it important.</i></b>	Bill Carpenter	Learn how community actors and programs can encourage environmental and social wellness initiatives for enhanced community image and attractiveness. Hear about regional examples from a local entrepreneur who has adopted an environmental and social sustainability practice(s) and the business impact of his/her experience.
8	<b><i>Social Entrepreneurship in Communities</i></b>	Ginger Hentz, MSU Extension Educator and CEC Community Coach	Learn about what social entrepreneurship is, how it works for individuals and communities, its creative benefits and ways it contributes to community vibrancy.

	9	<b><i>Art in the Public and the Public in Art</i></b>	Toby TenEyck	The role of art in generating civic action and interest in an area has long been understood by artists. City officials and social scientists are also beginning to realize the power of art in urban (re)vitalization, all of which offers numerous opportunities for entrepreneurs to tap into the business potentials of cultural production. This presentation will focus on how public art has been used in urban areas to attract tourists, and how such efforts can be tapped for businesses.
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4:00-4:30		<b><i>Closing Session</i></b>	Andy Hayes and MSU Extension Greening Michigan Institute Sustaining Community Prosperity and Microenterprise Development Committee	Where do we go from here?