

## Registration Form

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Organization \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_  
Fax \_\_\_\_\_  
Email \_\_\_\_\_

*\* Please enclose payment with registration  
and make checks payable to MEDA*

- MEDA Member \$75     MDA \$75  
 Non-Member \$140     ICSC \$75  
    City Manger \$75

### CONCURRENT SESSIONS 1

- Agricultural and Rural Community Bonds  
 Innovative Financing Programs  
 Exporting! A Potential Tool for E.D.

### CONCURRENT SESSIONS 2

- Brownfield Case Studies  
 MSU Product Center  
 Workforce Development Councils

### CONCURRENT SESSIONS 3

- Loan Programs for Economic Development  
 Community Assistance Team  
 Incubators for Economic Growth

### CONCURRENT SESSIONS 4

- Procurement Technical Assistance Centers  
 WorkKeys  
 Land Bank Fast Track Authorities

## Credit Card Information

VISA     MasterCard

Name \_\_\_\_\_  
Authorized  
Signature \_\_\_\_\_  
Account # \_\_\_\_\_  
Expiration Date \_\_\_\_\_  
Zip Code that appears  
on statement \_\_\_\_\_

### **REGISTRATION:**

Please fax completed registration form to (517) 241-0089, or register online at [www.medaweb.org](http://www.medaweb.org) by May 5th, 2008. **You MUST pre-register in order to attend this program.**

### **Location:**

The program is held at the Lansing Sheraton Hotel, Located at 925 S. Creyts Road, Lansing, MI. (517) 323-7100.

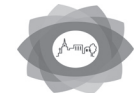
### **Hotel Accommodations:**

Overnight accommodations can be made at the Sheraton Hotel by calling (517) 323-7100.

### **Cancellation Policy:**

Cancellations must be received in writing 24 hours prior to the event to receive a full refund. Registrants who do not attend and have not cancelled **will be charged the full price of registration.**

Mail or fax registration form to MEDA at;  
P.O. Box 15096, Lansing, MI 48901-5096  
Phone: 517-241-0011 Fax: 517-241-0089  
[www.medaweb.org](http://www.medaweb.org)

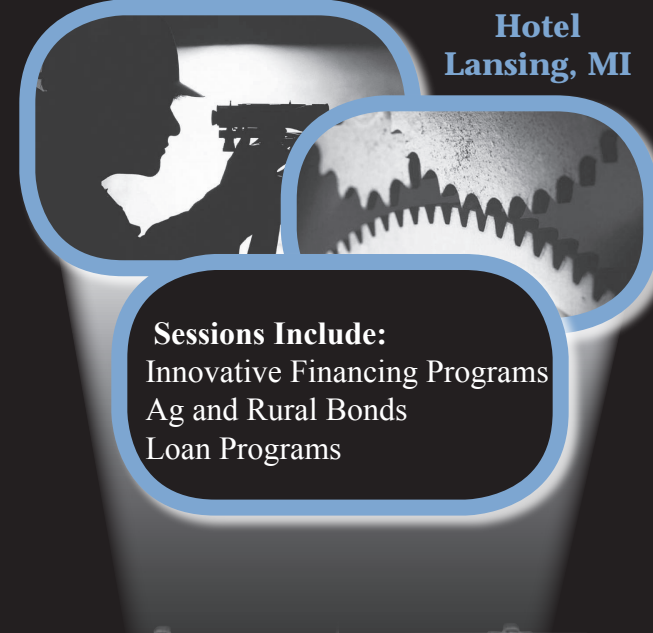


MICHIGAN  
DOWNTOWN  
ASSOCIATION  
*See what you can be*

# Inside The Economic Development Toolbox

May 9th, 2008

Sheraton  
Hotel  
Lansing, MI



### Sessions Include:

Innovative Financing Programs  
Ag and Rural Bonds  
Loan Programs

# MEDA

Michigan Economic Developers Association

Membership Rate offered to

Members of these co-sponsoring organizations:  
International Council of Shopping Centers  
Michigan Downtown Association

Also eligible for membership rate: City Managers

SHERATON HOTEL  
LANSING, MICHIGAN  
MAY 9TH, 2008

Membership rate offered to the following:  
City Managers  
Members of the International Council of Shopping Centers  
Members of the Michigan Downtown Association

This event will look at key economic development tools comprehensively from both an informational and implementation aspect.

Both state and local professionals will join together to take a fresh look at both current and new programs used by economic and community development professionals. Please join us for this very informative and educational event!

8:00 a.m. Registration

8:30 a.m. – 10:00 a.m. State Economic Development Tools Update

*Michigan Economic Development Corporation*  
Fill your economic development toolbox with new or updated state programs that you can use right now, including a look at the new film incentives, Round Two of the 21st Century Jobs Fund, Anchor MEGAs and Brownfield changes. Also learn the new Business Development Manager structure.

CONCURRENT SESSIONS 1

10:05 a.m. – 10:55 a.m.

**Agricultural and Rural Community Bonds**

*Ben Mahlich, Vice President, Rural Markets, GreenStone Farm Credit Services*

This debt instrument invests in bonds issued by both private businesses and public municipalities for the benefit of rural communities and can be used for community buildings, rural business facilities, industrial development parks, communication towers and much more.

**Innovative Financing Programs**

*Jean Derenzy, Brownfield Director, Grand Traverse County*

This session will look at one of the most unique redevelopment projects in the State – the Northern Michigan Asylum into the Village at Grand Traverse Commons.

**Exporting! A Potent Tool for Economic Development**

*Thomas Maguire, Director/International Trade Specialist, Grand Rapids Export Assistance Center, US Department of Commerce, ITA*

Learn how you can help businesses gain a substantive foothold in foreign markets to help grow their company.

10:55 a.m. – 11:15 a.m. Networking Break

CONCURRENT SESSIONS 2

11:15 a.m. – 12:05 p.m.

**Brownfield Case Studies**

*Thomas Wackerman, President, ASTI Environmental*

A look at unique and unusual Brownfield cases - some are successful and some go under.

**MSU Product Center for Agriculture and Natural Resources**

*Chris Peterson, Director, MSU Product Center*

Hear the success stories of business and entrepreneurs in the agricultural or natural food sectors that have used the Center's resources to establish their companies and develop their products.

**Workforce Development Councils**

*Luann Dunsford, Chief Executive Officer, Michigan Works! Association*

Workforce Development is forming strategic councils to deliver needed workforce to businesses.

12:05 p.m. – 1:00 p.m. Lunch, Membership Meeting

CONCURRENT SESSIONS 3

1:00 p.m. – 1:50 p.m.

**Loan Programs for Economic Development**

*Phil Teply, Tech Coordinator, SBTDC; Tom Donaldson, Regional Director, SBTDC; Joanne Bonventre, SBTDC Graduate Student*

This session will be packed full of loan tools for communities and projects of all sizes, such as SBA 504 and 7a loans, Capital Access Loan Program, Rural Loan Programs and Angel/Venture Capital opportunities.

**Community Assistance Team**

*Joe Borgstrom, Director, Michigan State Housing Development Authority*

Learn how CAT can provide technical assistance to your communities in using several economic development tools including Brownfields, Cool Cities, Main-Street, Blueprints and more.

**Incubators for Economic Growth**

*Lawrence A. Molnar, Director, University of Michigan, EDA University Center for Economic Diversification; President, Michigan Business Incubator Assn.*

This session will cover detailed research on incubators as an economic development tool as well as programs for starting and operating incubators.

1:50 p.m. – 2:10 p.m. Networking Break

CONCURRENT SESSIONS 4

2:10 p.m. – 3:00 p.m.

**Procurement Technical Assistance Centers**

*Bradley M. Lott, Major General USMC (retired), Director, Defense Contract Coordination Center, MEDC*  
Learn how companies in your community can obtain assistance with participating in the government contracting marketplace.

**WorkKeys**

*Bill Guest, President and Managing Director, Metrics Reporting, Inc.*

Learn how WorkKeys uses this measurement tool to show a well-trained and competitive workforce.

**Land Bank Fast Track Authority**

*Dan Kildee, Genesee County Treasurer; Darnella D. Williams, Esq., Executive Project Manager, Wayne County Land Bank*

Land Banks were created to return blighted tax reverted properties to productive and economically viable use. Learn about the opportunities and challenges in establishing and managing a Land Bank.

3:05 p.m. – 4:30 p.m. Site Consultants Panel

*Moderator: David J. Schreiber, Supervisor, Business Development, Oakland County Planning and Economic Development Services; Panelists: Jack Allston, CEcD, Senior Economic Development Consultant, Pollina Corporate Real Estate; Don Schjeldahl, Vice President and Director, Austin Co.*

Site consultants that have worked around the country will talk about the tools that they have seen used and how they stack up to Michigan's tools.