

Registration Form

Name _____

Title _____

Organization _____

Address _____

City _____

State _____

Zip _____

Phone _____

Fax _____

Email _____

MEDA Member **Non-MEDA Member**

ICSC Member

Visa **MasterCard**

Name _____

Authorized _____

Signature _____

Account # _____

Expiration Date _____

Zip Code that appears on statement _____

Registration Information

Member Fee

\$80.00

Non-Member Fee

\$150.00

*Please enclose payment with registration.

*Please make checks payable to MEDA.

REGISTRATION:

Please fax completed registration form to 517-241-0089, or register online at www.medaweb.org by November 27, 2009. *You must pre-register in order to attend this program.*

Location:

This program is held at the Lexington Lansing Hotel, located at 925 S. Creyts Road, Lansing, MI.

Hotel Accommodations:

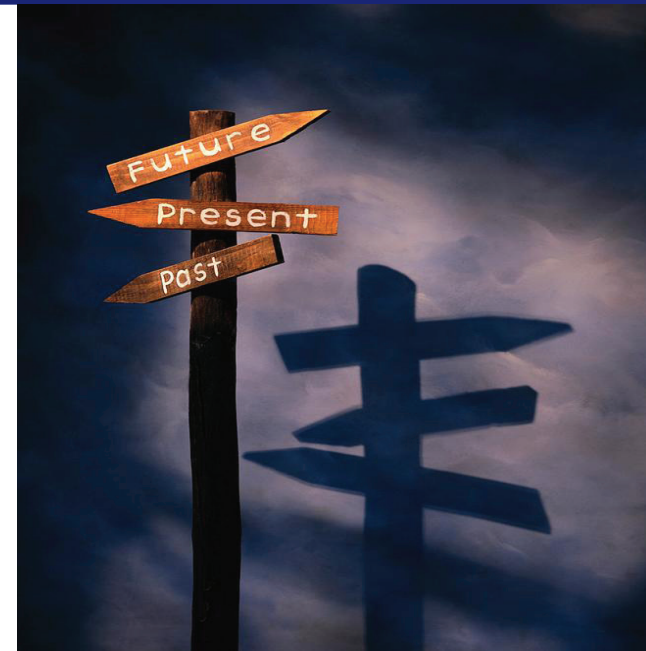
Overnight accommodations can be made at the Lexington Lansing Hotel by calling 517-373-7100.

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.**



Economic Development; Pushing the Boundaries



Mail, fax, or complete form online:
Michigan Economic Developers Association
P.O. Box 15096 Lansing, MI 48901-5096
Phone: 517-241-0011 Fax: 517-241-0089
www.medaweb.org

December 4, 2009
Lexington (formerly the
Sheraton) Lansing Hotel
Lansing, Michigan

Membership Rate Offered Members of Co-sponsors:
International Council of Shopping Centers

Saying that nothing else can be invented is as false a statement as it was when said in the late 1800's.

Saying that nothing new can be done during tough economic times should be held in the same regard.

Highlighted troubles with the State's economy can seem like all-encompassing boundaries and sometimes it feels like nothing else can be tried. This program is about pushing existing boundaries to grow the economy locally or on a large scale.

Whether it is geographical boundaries, collaboration with perceived competition or finding someone who has the right advice, people and organizations in Michigan are not turning around when they see boundaries; they are pushing them aside and seeing benefit from their part in Michigan's economy.

8:00 a.m. Registration

8:30 a.m. Sanity and Insanity in Government Cooperation

Learn about the challenges faced when local government units collaborate and hear suggestions of what can be done to simplify cooperative efforts in economic development. **Charles Eckenstahler**, Consultant Advisor, McKenna Associates

9:30 a.m. Networking Break

9:45 a.m. Are You Film Ready and Do You Want to Be?

When a film comes to your community, it comes – and likely goes – quickly. Some communities have already taken the needed steps to be prepared for their community becoming the set of a movie. Learn from one such community, a film producer and a movie scout about what you need to be prepared.

Ara Topouzian, Economic Development Director, City of Novi

Bob Brown, Producer and Managing Partner, Charity Island Pictures and Purple Rose Films
Local film scout (tentative)

10:45 a.m. Networking Break

11:00 a.m. Universities in Economic Development

Support from Universities is becoming a strong component of economic development in the form of research initiatives, commercialization, entrepreneurial spinoff companies and the like. Learn about the University Research Corridor's Economic Impact as well as how working with universities can change the economic climate. **Randal Charlton**, Executive Director, TechTown, Wayne State University Research & Technology Park

Charley Hasemann, Executive Director, Business-CONNECT, Michigan State University
Jeff Mason, Executive Director, University Research Corridor

Daryl Weinert, Executive Director, Business Engagement Center, University of Michigan

12:00 p.m. Lunch and Membership Meeting

1:00 p.m. Regional Tourism

For Michigan to compete for talent and tourists, it is important to build and link communities. Learn about holistic strategies where a region's assets are used to attract people and business investment including building a new regional identity, creating effective tourism marketing campaigns and connecting tourism efforts to broader economic development.

Jim Townsend, Executive Director, Tourism Economic Development Council, Detroit Metro Convention and Visitors Bureau

1:45 p.m. Networking Break

2:00 p.m. Growing Your Own Entrepreneurs

This session will highlight two unique business incubators – one created by a local partnership and another by two entrepreneurs dedicated to making other entrepreneurs' dreams come true. Both support small business and the economy in their own way.

Tech Innovation Center, East Lansing

Jeff Smith, Project Manager, City of East Lansing

E Loft, Marquette

Dar Shepherd, Entrepreneur, Business Coach & Consultant, E Loft

Christi Pentecost, Educator & Entrepreneur, E Loft
Chris Holman, Small Business Advocate for Michigan

3:30 p.m. Networking Break

3:40 p.m. Grown Entrepreneurs

Successful entrepreneurs will talk about their experiences, their needs, how economic developers could help them and what they would have done differently.

Barbara Jenness, DogWood Farm, L.L.C.

Craig Richardson, President, E. Z. C. Enterprises LLC

4:40 p.m. Adjourn