

## Registration Form

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

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

### Please check one:

- MEDA Member \$80
- Non-Member \$150
- ICSC Member \$80

### CONCURRENT SESSIONS 1

- Community-based Entrepreneurial Support
- Coach Your Community
- Realtors Doing Business Development

### CONCURRENT SESSIONS 2

- Talent Retention
- Incubators as Retention Tools
- E.D. Assistance for Growing Companies

### CONCURRENT SESSIONS 3

- Creative Venues for Economic Development
- Farmer's Markets as Economic Drivers
- MEDC Entrepreneur, Innovation and Talent Programs

Follow us on Twitter: @MEDA50  
Tweet about the program: #MEDAFALL11

## Registration Information

### Credit Card Form

- VISA     MasterCard

Name \_\_\_\_\_  
Authorized \_\_\_\_\_  
Signature \_\_\_\_\_  
Account # \_\_\_\_\_  
Expiration Date \_\_\_\_\_  
Billing Address \_\_\_\_\_  
\_\_\_\_\_  
3-Digit Security Code \_\_\_\_\_

### REGISTRATION

Mail, fax, or complete form online by **November 22nd**:  
MEDA, P.O. Box 15096, Lansing, MI 48901-5096  
**Phone:** 517-241-0011    **Fax:** 517-241-0089  
**Register Online:** [www.medaweb.org](http://www.medaweb.org)  
**You MUST pre-register in order to attend.**

### Location and Accommodations

The program is held at the Lexington Hotel, 925 S. Creyts Rd., Lansing, MI 48917. Overnight accommodations can be made at the Lexington by calling 517-323-7100. A limited number of rooms are available at group rate.

### 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.**

Co-Sponsor



International Council  
of Shopping Centers

# MEDA

Michigan Economic Developers Association

Incubate, Garden  
and Grow

Tuesday, November 29th  
Lexington Hotel  
Lansing, Michigan  
[www.medaweb.org](http://www.medaweb.org)  
#MEDAFALL11

Membership rate offered to members of the following  
co-sponsoring organization:  
International Council of Shopping Centers

# Incubate, Garden and Grow

Tweet about the program: [#MEDAFALL11](#)

## AGENDA

Sometimes when you want something to grow, you have to incubate and garden it yourself. This day is jam packed with locally-grown and community-supported programs for entrepreneurship, business support, visitor attraction and talent development. In addition, learn about the State programs that are available to support your locally-incubated idea!

**8:30 a.m.**      *Registration*

**9:00 a.m.**      *Gardening Community Talent*

Part of preparing your community to garden and grow is assuring that a majority of the population in your community have the skill- and mind-set to become workers, leaders and business owners. Developing good workers sometimes requires attending to their specific needs and some organizations are doing just that as their part in the growth of a healthy local economy. Learn how they are engaging the business community, limitations they face, and the economic impact of their programs. - **Jill Bland**, *CEcD, Executive Vice President, Southwest Michigan First, Others TBD*

**10:30 a.m.**      *Networking Break*

**10:45 a.m.**      *Concurrent Sessions 1*

>> *Community-based Entrepreneurial Support*

"E-merge" is a community-based initiative to create jobs by supporting entrepreneurs. Current and future business owners can be matched with a mentor, download forms, locate incentives and find upcoming events from one easy-to-access source. Learn about this best practice in entrepreneur support! - **Suzanne Velarde**, *Program Manager, e-merge West Michigan*

>> *Coach Your Community*

The Creating Entrepreneurial Communities program is working with communities to promote economic and strategic development through the support of local entrepreneurs. Does your community have an ICE or an e2?

Do students in your community have an entrepreneurial mindset? Attend this session to learn about these and much more. - **Barbara Fails**, *Ph.D., Associate Director of Entrepreneurial Communities, Land Policy Institute; Marsha Madle*, *Project Coordinator and Community Coach, Creating Entrepreneurial Communities Project*

>> *Realtors Doing Business Development*

Partnership with a real estate firm that provides services to ease in business location could mean the difference between obtaining a company in your area and missing an opportunity. Jaqua Realtors not only sells property, but provides a plethora of helpful services such as community acclimation, partner employment assistance and marketing services while partnering with their local economic development office. Gain insight on working with your local real estate firm! - **Dan Jaqua**, *President, Jaqua Realtors*

**11:45 a.m.**      *Lunch & Membership Meeting*

**1:00 p.m.**      *Concurrent Sessions 2*

>> *Talent Retention*

The City of Lansing would like to keep talent in its area and the chances are that you would like to as well. Learn about a one-of-a-kind program entitled *Linking Lansing and U* that demonstrates career and lifestyle opportunities through events, job shadowing, mentoring, entertainment and more. - **Andrea Ragan**, *Talent Retention Director, Lansing Economic Development Corporation*

>> *Incubators as Retention Tools*

Incubators are no longer only for companies in their beginning stages. Learn about the programs and services that are being provided, hear case studies and learn how the local economic developer can increase their involvement with incubators. - **Chris Moultrup**, *Associate Director, BlueWater Angels Investment Network and Program Director, MidMichigan Innovation Center; Megan Reichert-Kral*, *Venture Accelerator Manager, U-M Office of Technology Transfer and Board Member, National Business Incubation Association*

>> *E.D. Assistance for Growing Companies*

This session will go into detail about the State's Economic Gardening Pilot Program. Gain a new perspective on economic gardening; why it's different than traditional business assistance, how it targets companies and what services are provided to communities. The implementation of the Michigan Pilot program and the involvement of regional partners will be explained. - *Representative, Edward Lowe Foundation; Representative, Michigan Economic Development Corporation*

**2:00 p.m.**      *Networking Break*

**2:15 p.m.**      *Concurrent Sessions 3*

>> *Creative Venues for Economic Development*

In its first year, the *ArtPrize* competition drew over 200,000 visitors to the City of Grand Rapids, showing that a locally-grown idea can exceed its expectations. Learn about the development of the project as well as how it attracted tourism dollars. Get inspired to pursue a place-making event or venue for your community! - **Catherine Creamer**, *Executive Director, ArtPrize (invited)*

>> *Farmers Markets as Economic Drivers*

Farmer's markets are continuing to pop up all over the state. Aside from being a marketplace for local food and farm products, these friendly gatherings are having an impact on local economies. Learn about that impact, creative farmer's markets and businesses that have grown after starting at a market. - **Julia Darnton**, *Extension Educator, Michigan State University*

>> *MEDC Entrepreneur, Innovation and Talent Programs*

The MEDC has increased their focus on entrepreneurship and talent environment in the past year. Learn about new programs, resources, and tools that can be implemented for entrepreneurial companies in your area. - **Martin Dober**, *Senior Vice President, Entrepreneurship and Innovation*

**3:15 p.m.**      *Adjourn*

Tuesday, November 29th, 2011 • Lexington Hotel • Lansing, Michigan