

Registration Form

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

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

CONCURRENT SESSIONS 1

- Innovative Uses of TIF
- Talent Enhancement Tools
- The MORE Program

CONCURRENT SESSIONS 2

- MSHDA Tools for Economic Development
- Site Search Tools: CPIX and GIS Planning
- Kauffman FastTrac Programs

CONCURRENT SESSIONS 3

- Salesforce Tutorial
- Social Media Instructional
- SBA Loans: Get 'Em, Use 'Em

CONCURRENT SESSIONS 4

- The New Role of the Michigan Ombudsman
- Site Search Tools: CoStar and CProperties
- E.D. Support from Utilities

Credit Card Information

VISA MasterCard

Name _____
Authorized Signature _____
Account # _____
Expiration Date _____
Billing Address _____

3-Digit Security Code _____

REGISTRATION

Mail, fax, or complete form online by May 19, 2011:
MEDA, P.O. Box 15096, Lansing, MI 48901-5096
Phone: 517-241-0011 Fax: 517-241-0089
Register Online: 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 Road, Lansing, MI. Overnight
accommodations can be made at the Lexington
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.**



International Council
of Shopping Centers

Inside The Economic Development Toolbox

May 26th, 2011

Lexington
Hotel
Lansing, MI



Sessions Include:

State Economic Development
Update
Talent Enhancement
Site Search Tools

MEDA

Michigan Economic Developers Association



Membership Rate offered to
Members the following co-sponsoring organization:
International Council of Shopping Centers

LEXINGTON HOTEL
LANSING, MICHIGAN
MAY 26TH, 2011

Membership rate offered to the following:
Members of the International Council of Shopping Centers

Each year, MEDA opens the economic development toolbox and presents a fresh look at new and current programs from both an informational and implementation aspect. Both state and local professionals join together and add the tools needed to build and maintain business growth to their tool belt. Hot topics like the status of State incentives will also be presented at the program. Please join us for this informative and educational event!

8:00 a.m. Registration

8:30 a.m. State Economic Development Update

The Michigan Economic Development Corporation (MEDC) is working diligently to assure that the dollars allotted for State incentives are handled in a manner that is fair for the entire state. Hear how the incentives will be processed as well as how relationships with local economic developers will be managed. **Val Hoag**, Vice President, Business Development, MEDC; **Mark Morante**, Senior Vice President, Policy, Program Administration and Legislative Affairs, MEDC

10:00 a.m. Networking Break

10:15 a.m. Concurrent Sessions 1

Innovative Uses of TIF

Learn how two communities have used “tax increment financing” capture in unique ways, one to provide business loans and the other to improve their community’s business corridor. **Skip Simms**, Vice President, Entrepreneurial Business Development, Ann Arbor SPARK; **Others TBD**

Talent Enhancement Tools

Are your employers hiring? Would you like to connect them to programs to attract, retain and develop talent? Come to this session and learn about the MEDC Job Portal, College Student Retention program, MichAGAIN Talent and Business attraction program, Global Michigan and Shifting Gears Career Development program and Entrepreneur initiatives. All of these programs can help your employers be more successful.

Amy Cell, Senior V.P., Talent Enhancement, MEDC

The MORE Program

Learn how a web-based application called InsYght is providing rapid access to the ideas and resources needed to move new businesses forward. Find out how you can partner with MORE to further improve this unique system of information. **Ken Agacinski**, Executive Director, The MORE Program

11:05 a.m. Networking Break

11:20 a.m. Concurrent Sessions 2

MSHDA Tools for Economic Development

The Michigan State Housing Development Authority (MSHDA) is coming under the MEDC. Familiarize with their tools that aid economic development activities. *Invited Speaker: Gary Heidel, Executive Director, MSHDA*

Site Search Tools Part 1 – CPIX and GIS Planning/ Zoom Prospector

With all of the options for site searching available right now, it may be hard to know what is best for your organization. Learn how your peers are making popular site selection tools work for them. **JoAnn Crary**, CEcD, President, Saginaw Future, Inc.; **Greg LaMarr**, Communications Manager, Saginaw Future, Inc.; **Nell Taylor**, Business Development Manager, Genesee Regional Chamber of Commerce

Entrepreneur Support from Foundations:

Kauffman FastTrac Programs

The Kauffman Foundation has many programs available for Entrepreneurship. These include Entrepreneurship Week and longer term training programs called FastTrac. FastTrac NewVenture, GrowthVenture, and TechVenture all help different stages of business owners evaluate and develop their business. **Nancy Boese**, MI-Small Business & Technology Development Center, Business Tools Specialist, Grand Valley State University

12:10 p.m. Lunch and Membership Meeting

1:10 p.m. Concurrent Sessions 3

Salesforce Tutorial

Salesforce is a new economic development tool the MEDC is using to track business visits, manage incentive programs, and report on projects. See a demonstration of the system and learn about plans to create a statewide economic development network using Salesforce. **Gary LaRoy**, Vice President and Chief Information Officer, MEDC

Social Media Instructional

Still not using social media for economic development? Not sure where to start? Bring your laptop to this session for help starting and using your accounts. Gain insight on how to promote yourself or your organization using the most popular of the tools along the way. **Brent Jones**, Project Specialist, Shiawassee Economic Development Partnership

SBA Loans: Get 'Em, Use 'Em

Equip yourself with strategies for obtaining SBA loans for your business clients. Get helpful hints for directing people to SBA loans and learn how to get local banks to approve them. **Ken Kolasa**, Lender Relations Specialist, Small Business Administration

2:00 p.m. Networking Break

2:15 p.m. Concurrent Sessions 4

The New Role of the Michigan Ombudsman

Governor Snyder recently announced an initiative to promote stronger communities and regional cooperation. In support of this initiative, Amy Banninga has been recently named the State Business Ombudsman, serving in an expanded role to assess economic and community development efforts and proactively work with businesses, communities and state agencies to align services, increase their value and efficacy, and help communities compete in the global economy.

Amy Banninga, State Business Ombudsman, MEDC

Site Search Tools Part 2 – CoStar and CProperties

This session is a continuation of the Site Search tools session from earlier in the day, featuring two different tools. **Dan Casey**, Chief Executive Officer, Economic Development Alliance of St. Clair County; **Ara Topouzian**, Economic Development Director, City of Novi

E.D. Support from Utilities

Whether you already have a relationship with your utility company or not, this is a valuable session to grow your understanding of how utility companies foster economic growth on a local and regional level. This session will highlight how to use your utility to find money and time saving options for the infrastructure at your sites, getting your site on the short list by providing detailed electric infrastructure information. It will also provide a basic guide to electricity and electrical terms to make working with your utility a more understandable experience. **Al Hooper**, Economic Development Manager, Consumers Energy; **Mark King**, Manager, Economic Development, DTE Energy; **Barry Visel**, Community Relations Manager, Indiana Michigan Power

3:10 p.m. Adjourn