



in your PLACE

Agenda

- 8:00 a.m. Registration**
- 8:45 a.m. Welcome and Opening Remarks**
Amy Shamroe, Mayor, City of Traverse City
- 9:00 a.m. EDA Update: Programs, Trends, and Opportunities**
Susan Brehm, Regional Director, U.S. Economic Development Administration
- 10:00 a.m. Networking Break**
- 10:15 a.m. Rebranding Your DDA - Updating the Branding for Your Commercial Zone in Response to Consumer Lifestyle Changes**
Gavin Beckford, Economic Development and DDA Manager, Canton Township
- 11:15 a.m. Networking Break**
- 11:30 a.m. Driving Innovation, Workforce Development, and Economic Growth through Strategic Alignment**
Moderator: **Warren Call**, President & CEO, Traverse Connect
Panelists: **Jim Cooley, Ph.D.**, Assistant Professor of Aviation, University of North Dakota
Stacey Feeley, Executive Director, 20Fathoms
Jason Slade, Vice President of Strategic Initiatives, Northwestern Michigan College
- 12:30 p.m. Lunch**
- 1:15 p.m. MEDC Outlook**
Moderator: **Janie McNabb**, CEO, Networks Northwest
Panelists: **Matt McCauley**, SVP, Regional Development, Michigan Economic Development Corporation (MEDC)
Michelle Parkkonen, Managing Director, Technical Assistance Programs, MEDC
- 2:15 p.m. Networking Break**
- 2:30 p.m. Michigan is Opening Doors to Housing**
Moderator: **Jim Tischler**, Development Director, State Land Bank Authority
Panelists: **Brian Farkas**, Vice President of Workforce Housing, Allen Edwin Homes
Justin Horvath, CEcD, President & CEO, Shiawassee Economic Development Partnership
Samantha Mariuz, EDPF, Economic Development Manager, Fleis & VandenBrink
Jeff Schroder, Partner, Plunkett Cooney
- 3:30 p.m. Adjourn**



Scan here for the attendee roster, speaker roster, and session handouts.

<https://www.medaweb.org/26fallhandouts/>

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UPCOMING EVENTS

New Member Webinar

November 18, 2026 - Zoom [open for registration at MEDAWeb.org/events](https://medaweb.org/events)

Whether you're a new member or have been around a while and looking to maximize your benefits, this webinar will give you tips, walk you through the website, let you meet fellow members, and ask any questions of staff and Membership Committee.

Holiday Networking Event

December 2, 2026 - Chalet 313 - Detroit [webpage and registration coming soon](#)

Let's ring in the cheer to another great year! Economic developers and their partners in community development, talent development, environmental, housing, etc. are invited to this casual afternoon of meeting and mingling.

Economic Development Impact Day

April 27, 2027 - Heritage Hall - Lansing [webpage coming soon](#)

MEDA's legislative conference highlights the significant contributions of our members and the pivotal role of the legislature, administration, and state departments in driving successful economic development priorities in your communities.

Michigan's Premier Economic Summit and Annual Meeting

August 4-6, 2027 - Northern Center at Northern Michigan University - Marquette [MEDAWeb.org/summit](https://medaweb.org/summit)

MEDA's biggest education and networking event of the year, this conference includes educational sessions covering the most important economic development topics and issues of the time, with several networking opportunities.

Watch for other events and webinars at [MEDAWeb.org/events](https://medaweb.org/events).

FALL FOR MEDA

Have you fallen for MEDA yet?

Check out MEDA's LinkedIn and Facebook pages over the next couple of months to see for yourself why this 66-year-old organization broke its all-time membership record this year. MEDA is still going strong because of dedicated volunteers, staff, and partners who provide programs and services that help Michigan's economic development community thrive.

Learn more about membership and complete an application form at [MEDAWeb.org/join-meda](https://medaweb.org/join-meda).

