



Fall Conference Agenda

November 7, 2024

The Cadillac Room, Lansing

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***** Access Handouts: medaweb.org/24fallhandouts/ *****

8:00 a.m. Registration Opens

9:00 a.m. Making Michigan Thrive in 2025

Tupac Hunter, Senior Vice President, Legislative & External Affairs, MEDC

Quentin L. Messer, Jr., President and CEO, Michigan Economic Development Corporation (MEDC)

9:45 a.m. Networking Break

10:00 a.m. A Partnership for Environmental and Economic Prosperity

Phillip Roos, Director, Michigan Department of Environment, Great Lakes, and Energy (EGLE)

10:30 a.m. REO Town Re-Do

Harrison Leffel-Jones, Vice President of Small Business and Innovation, Lansing Economic Area Partnership (LEAP)

Reuben Levinsohn, Building Owner and Entrepreneur in REO Town

Bob Trezise, President and CEO, LEAP

11:30 a.m. Lunch and Membership Meeting

12:30 p.m. Driving a Competitive Advantage for Michigan's University Supported Industries

Moderator: Jeff Smith, Director of Research Parks, MSU Research Foundation

Britany Affolter-Caine, Executive Director, Michigan's University Research Corridor (MURC)

Lisa Katz, Founder, In the Mix and Consultant to the URC

Vince Nystrom, Founder, Superior Innovaatio and Consultant to the URC

1:30 p.m. Networking Break

1:40 p.m. Community Capital is the Answer

Chris Miller, *Chair and Founding Board Member, National Coalition for Community Capital (NC3)*

David Palmer, *Chief Executive Officer, Kite and Key Partners*

2:30 p.m. Networking Break

2:40 p.m. Cutting through the Noise: The Critical Role Communications Plays in Successful Economic Development

Mark Fisk, *CEO and Partner, Byrum & Fisk*

Alexis Wiley, *Founder and CEO, Moment Strategies*

3:30 p.m. Adjourn