The Road Ahead

50th Anniversary Celebration
Annual Meeting
September 14th - 17th, 2010
Hagerty Center
Northwestern Michigan College
Traverse City, Michigan

MEDA 50th Anniversary Historical Magazine
Includes the Annual Meeting Agenda and Attendee Guide

Corporate Sponsors: Consumers Energy • DTE Energy • Michigan Economic Development Corporation
Welcome from the President - Joe Esbrook

Welcome! Thank you for joining us for MEDA’s biggest education, advocacy and networking event of the year. This year’s special event is being celebrated at the Hagerty Conference Center in beautiful Traverse City, MI. and the Annual Meeting Committee and Staff has planned an exciting, timely and dynamic program titled “The Road Ahead” that you can’t afford to miss. After each day of networking and learning, you will have an excellent opportunity to relax, recharge and enjoy the wonderful networking receptions and fun events that the committee has planned for you.

The Michigan Economic Developers Association (MEDA) was established on May 25th, 1960 by a group of 15 forward thinking individuals who joined together in 1960, at the Kellogg Center in East Lansing in order to have a; “discussion of the merits of having an independent organization of men who devote the majority of their time to industrial development.” The meeting, “concluded with the agreement that an informal organization was advisable for the present.”

Fifty years later, MEDA and its distinguished members of both men and women is booming. With record-high membership and highly-rated educational conferences throughout each year, MEDA is leading Michigan’s economic development through education, networking and advocacy on economic development.

MEDA is very excited to celebrate its 50th anniversary at this year’s Annual Meeting with you, our members and guests. It brings me great pride to be part of this organization and to join you as we come together to celebrate, learn new ideas, and help chart the course for the next fifty years with the goal of making Michigan a better place to live, work, play and to do business.

On behalf of the board of directors we thank MEDA and all our members, past and present for your leadership and financial support over the past fifty years. Our hats go off to our staff, leadership, and all our members, sponsors and exhibitors. You are the reason MEDA has been such an overwhelming success.

The future holds challenging economic and workforce development times for our State. It also brings tremendous opportunity. We cannot think of a better organization, or group of men and women, to help MEDA continue its mission through effective education, advocacy, and networking; and for economic development professionals statewide to unite and tell the world that Michigan remains strong and open for business!

Have a terrific time at the 2010 MEDA Annual Meeting and 50th Anniversary Celebration!
When 15 men met in 1960 to have a “discussion of the merits of having an independent organization to devote the majority of their time to industrial development,” could they have predicted that the organization would be at the top of its game exactly 50 years later? Envisioning that Michigan’s economy would be going through an extensive, all-industry-encompassing, revolution at the same time was equally unimaginable.

MEDA is very excited to celebrate its 50th anniversary at this year’s Annual Meeting, but we are aware that business is not as usual and keeping the economic development practitioners up to date on business trends helps them continue to do their jobs efficiently and effectively. This is, and always has been, our top priority. In celebration, we have planned many exciting and unique networking opportunities, but in keeping on track with what we do best, we have planned many informative topics on how Michigan’s economic climate is changing business models in several top industry areas.

The Road Ahead is a long one and the map is blurred, but that won’t stop the economic development community from doing what they do best! While it is difficult to imagine the state of our economy 50 years from now, you will get a significant picture of how businesses will operate in the coming years by attending.

“Congratulations to MEDA on its 50th Anniversary. Since returning to Michigan last year I have been impressed with the significant role of MEDA and the respect it has garnered. Best wishes for the next 50 years.”

Best Regards,

-Greg Main
President and CEO
Michigan Economic Development Corporation
Minutes of the Meeting of
Professional Industrial Development Men at
Kellogg Center, East Lansing, Michigan
Wednesday, May 25, 1960

Present: Horace Brewer, Robert Byers, James Coates, Robert Gage,
Jack Kavanagh, Wm. McClelland, George Moffett, Robert
Nicholson, John O'Neill, Gustav Peterson, Gerald Smith,
Clifford Webb, Don Weeks, Carl Wilkins and Wilbur Young.

Discussion of the merits of having an independent organization of men who devote the majority of their time to industrial development concluded with the agreement that an informal organization was advisable for the present.

It was moved, supported and passed unanimously that Horace Brewer be elected chairman of the organization. Bob Nicholson was elected secretary.

It was moved, supported and passed that the chairman appoint a committee of three to develop qualifications for membership in the organization, the proposed qualifications be submitted to the men who were invited to attend the first meeting at Tippy Dam prior to the next official meeting. It was suggested that the outline submitted by Gus Peterson be used as a starting point by the committee.

The Chairman appointed George Moffett, John O'Neill and Bob Nicholson to the committee.

It was moved by Bob Gage, seconded by Wilbur Young that the only guests allowed at the meetings be those requested to make a presentation or those that could qualify as full-time industrial development men—motion carried.

It was agreed that the next meeting be held on Tuesday, July 26, 1960, beginning at 10 AM in the Kellogg Center. Jack Kavanagh agreed to make the necessary arrangements.

Following are assignments accepted by members for circulation of material to all those present:

Horace Brewer to recap newspaper items on the South for circulation. John O'Neill to reproduce Wall Street Journal item for circulation. Jack Kavanagh to furnish monthly movement of industry report. Jack Kavanagh to furnish copies of the May 1960, Michigan Economic Record. Horace Brewer to furnish a list of the men who were invited to attend the meeting at Tippy Dam, all of whom are considered members of this informal organization, subject to formal membership requirements when adopted.

The meeting adjourned at 4 PM.
Two dollars for every MEDA program and training attendee in 2010 (excluding CEcD training courses) will be given to Goodwill. We choose Goodwill for this special year-long fundraiser because of their mission of enhancing society. They have constantly given back to our communities in the many services and programs they offer; you can visit their website at [www.goodwill.org](http://www.goodwill.org) for many examples.

You can submit a personal or organizational donation to Goodwill at any time via check or credit card. Ask the MEDA staff for a form.

You can also purchase shirts, mugs, caps and golfballs with MEDA’s 50th Anniversary logo (see page 14). All proceeds from those purchases will go to Goodwill.

All donations will be collected and separated by MEDA region and membership per region; the regional with the highest amount per member will win the competition and be acknowledged during the Fall program on November 30th.

**Program Keynotes**

**Doug Rothwell** is the first President & CEO of Business Leaders for Michigan, a Michigan’s business roundtable, comprised of senior executives from Michigan’s largest employers and leading universities. In this role, he has led the development of the Michigan Turnaround Plan, a comprehensive strategy for making Michigan a “Top Ten” state for job & economic growth. Previously, Doug served as President of Detroit Renaissance, a regional business roundtable, and as Executive Director of Worldwide Real Estate for General Motors. Doug also founded and served as President and Chief Executive Officer of the Michigan Economic Development Corporation, served as Chief of Staff to the Governor of Delaware and was an Executive Vice President at MBNA Corporation, the nation’s second largest credit card issuer (now part of Bank of America). Doug holds a Masters of Public Administration degree from the University of North Carolina at Chapel Hill, a Bachelor of Arts degree from the University of Delaware and attended the John F. Kennedy School’s residential program for Senior Executives in State and Local Government at Harvard University. He is one of handful of state executives to be honored with the National Governors’ Association’s outstanding public service awards. His community service extends to serving on the Board of the School of Government Foundation of the University of North Carolina at Chapel Hill and chairing the Corporate Relations Council for the University of Michigan’s Musical Society.

For more than forty years, **Philip H. Power** was founder, owner and chairman of the board of HomeTown Communications Network, Inc., a group of 62 community newspapers and 24 telephone directories throughout Michigan and around Cincinnati, Ohio. Best known among this group was the Observer & Eccentric Newspapers, serving suburban communities in the Detroit metropolitan area. An entrepreneurial start-up, the corporation came to be recognized as among the very best of its sort in the country while at the same time retaining its roots as a family company. Taken together, his newspapers won more state and national awards for excellence than any other group in the country. Mr. Power founded in January 2006 The Center for Michigan, a think-and-do tank aimed at improving the policy and political environment in Michigan by developing a series of very far-reaching, broadly acceptable reforms in taxing, spending and the priorities of state government. Mr. Power graduated summa cum laude and Phi Beta Kappa from the University of Michigan in 1960. He was editorial director of the student newspaper, The Michigan Daily, and a member of Americans Committed To World Responsibility, a student organization that proposed volunteer service abroad – the original version of the idea taken up by John F. Kennedy as the Peace Corps. In 1962 he received a Marshall Scholarship to study at Oxford University in England, where he received an MA in philosophy, politics and economics.

“MEDA is a fantastic organization that includes a who’s-who of economic developers. Meet some great colleagues and learned much by taking an active role with the organization. Congratulations MEDA….see you in 50 more years!”

-Ara Topouzian
The City of Novi
The Center for Michigan, a non-profit “think-and-do” tank, was founded by Phil Power in 2006 to cure Michigan’s unhealthy political climate and reform our broken policy apparatus by igniting and fanning a public engagement campaign called “Michigan’s Defining Moment”. The campaign involved holding “community conversations”, small groups throughout Michigan, which discussed consensus vision for Michigan’s best future and developed an action plan to achieve it. More than 10,000 people have participated in these conversations, an unprecedented outpouring of grass roots involvement by Michigan’s citizens. The Center published earlier this year a comprehensive report derived from these conversations, titled “10,000 Voices for Michigan’s Transformation”, which sets out a bottom-up, common ground agenda for Michigan’s prosperity. Mr. Power will describe the work of The Center and the results of the Michigan’s Defining Moment campaign.”

Philip H. Power, Chairman, President and Director, The Center for Michigan

9:30 a.m. – 10:15 a.m. \hspace{1cm} 10,000 Voices for Michigan’s Transformation \hspace{1cm} BALLROOM C AND 1/2 B

The Center for Michigan, a non-profit “think-and-do” tank, was founded by Phil Power in 2006 to cure Michigan’s unhealthy political climate and reform our broken policy apparatus by igniting and fanning a public engagement campaign called “Michigan’s Defining Moment”. The campaign involved holding “community conversations”, small groups throughout Michigan, which discussed consensus vision for Michigan’s best future and developed an action plan to achieve it. More than 10,000 people have participated in these conversations, an unprecedented outpouring of grass roots involvement by Michigan’s citizens. The Center published earlier this year a comprehensive report derived from these conversations, titled “10,000 Voices for Michigan’s Transformation”, which sets out a bottom-up, common ground agenda for Michigan’s prosperity. Mr. Power will describe the work of The Center and the results of the Michigan’s Defining Moment campaign.”

Philip H. Power, Chairman, President and Director, The Center for Michigan

10:15 a.m. – 10:30 a.m. \hspace{1cm} Networking Break in the Exhibit Area \hspace{1cm} PRE-CONFERENCE AREA
10:30 a.m. – 11:30 a.m. Concurrent Sessions

>> The New Realities of the Automotive Industry  CLASSROOM 112
We all know that the automotive industry will not return to its previous means of operation, but what do recent changes mean to the economic development community? How will café standards, government ownership and other factors effect business development in Michigan as a whole?
David Cole, Chairman of the Board, Center for Automotive Research

>> Social Media for Economic Development  BALLROOM C AND 1/2 B
Businesses are clamoring to find out how the newest form of communication can be used to draw attention to their company, its products and services. This session will cover how social media is being used, or can be used, particularly for economic development practices such as attraction and fundraising.
Elizabeth Parkinson, Vice President, Marketing and Communications, Ann Arbor SPARK

>> The Effectiveness of Young Professionals Networks  CLASSROOM 101
Young Professionals Networks have been around for about a decade, but are more vital than ever in Michigan today. Learn how successful these programs have been at keeping young leaders in the community.
Laura Oblinger, Senior Vice President, Traverse City Area Chamber of Commerce; Bryan Taggart, Member, Traverse City Young Professionals Network and Member, Traverse City Area Chamber of Commerce Board of Directors; Amanda Rogalski, viastore systems, Inc. and President, Grand Rapids Young Professionals

11:30 a.m. – 11:45 a.m. Networking Break in the Exhibit Area  PRE-CONFERENCE AREA
Browse exhibits, meet and greet, and learn about the programs and services provided by the Corporate, Gold, and Silver Sponsors of the 2010 Annual Meeting.

11:45 a.m. – 12:30 p.m. Buying Local Initiatives’ Impact on Economic Development  BALLROOM C AND 1/2 B
Purchasing food and other goods locally is an investment in your community; your dollars go to local businesses and those businesses are able to sustain the distinctive character of your community. In addition, buying locally benefits the environment and has the potential for creating more job opportunities in the area. Learn more about how buy local initiatives can have positive impacts on your local economy.
Elissa Sangalli, Executive Director, Local First; Barbara Rosene, Executive Director, Downtown Coldwater

12:30 p.m. – 2:00 p.m. Lunch and Awards Ceremony  BALLROOM A AND 1/2 B

2:00 p.m. – 2:15 p.m. Free time to take materials back to hotel room, change clothes, etc.

2:15 p.m. – 2:30 p.m. Board Busses for Tours  PARKING LOT, HAGERTY CENTER
After the Insanity of Redevelopment and Downtown Traverse City Walking Tours, the busses will go back to the Hagerty Center for anyone that wants to drive to the Bower’s Harbor Inn Estate with guests for the banquet. The Business of Booze Tour will end at the Bower’s Harbor Inn Estate, but there will be a bus available to take anyone that does not want to stay at the banquet back to the hotels. Directions are in your conference packets for those who want to drive.

2:30 p.m. – 4:30 p.m. Concurrent Tours

>> The Insanity of Redevelopment
The Village at Grand Traverse Commons is the adaptive re-use of the former Traverse City State Hospital. It is one of the largest historic preservation and mixed-use redevelopment projects in the nation, comprised of nearly 30 magnificent century-old buildings located on a park-like sixty-two acre campus, one mile from Grand Traverse Bay and downtown Traverse City. The goal of The Village is to create an authentic neighborhood of diverse people and entrepreneurial commerce, with an emphasis on local businesses and local foods. Started in 2002, The Village is now home to nearly 70 small businesses and sixty-three residential suites, with more exciting projects underway. More than 250,000 square feet is completed and occupied, with over one-million square feet of development capacity remaining on the entire site. This eclectic neighborhood and marketplace has become a unique destination in one of the strongest regions in Michigan. The Village at Grand Traverse Commons illustrates how a motivated community, private investment and meaningful redevelopment incentives can come together to add significant value to a region, create sustainable economic development and improve the overall quality of life.

>> The Business of Booze
Get a sample of Northern Michigan’s Wine Country. The Traverse City Chamber of Commerce has arranged an exciting tour of popular area wineries and breweries. Enjoy samples and a lovely view at Chateau Chantal, Bower’s Harbor Vineyard, and tour the Jolly Pumpkin brewery.

>> Downtown Traverse City Walking Tour
Downtown Traverse City is not just for tourists. Over 400,000 square feet of commercial space has been added in the past ten years, and the downtown now includes three distinct districts. Learn how local economic development efforts have helped diversify downtown’s economy and appeal, all while on a guided walking tour of this beautiful beach-side city.
5:00 p.m. – 5:45 p.m.  New Member Reception  MISSION TABLE FRONT PORCH AND LAWN, BOWER’S HARBOR
The New Member Reception is on the front porch of Mission Table. An optional tour of the microbrewery is available during the New Member Reception. The microbrewery is behind Mission Table. The tour is approximately 10 to 15 minutes.

6:00 p.m. – 8:00 p.m.  50th Anniversary Past President’s Banquet at the  PENINSULA ROOM, BOWER’S HARBOR
The banquet is in the Peninsula Room, which is directly behind the Mission Table.

In celebration of MEDA’s 50th Anniversary, all conference attendees and past presidents of MEDA are invited to attend this year’s Annual Meeting Banquet at the Historic Bower’s Harbor. Enjoy fine dishes prepared by acclaimed Chef Paul Olsen while taking in the views along Grand Traverse Bay, amidst the majestic oaks and pines of Old Mission Peninsula. This will be a great opportunity to network with your colleagues as well as the people that have led MEDA to be the organization that it is today.

Friday, September 17th

8:00 a.m.  Registration/Exhibits/Continental Breakfast  PRE-CONFERENCE AREA
Browse exhibits and learn about the programs and services provided by the Corporate, Gold, and Silver Sponsors while enjoying a continental breakfast.

8:30 a.m. – 9:45 a.m.  Intro of MEDA Whitepaper and State E.D. Strategy  BALLROOM C AND 1/2 B
This unique roundtable discussion is an opportunity to discuss, have input, and share ideas on current and future State programs.
**John Avery,** Executive Director, Michigan Economic Developers Association; **Mark Morante,** Vice President of Policy and Governmental Affairs, Michigan Economic Development Corporation; **David J. Schreiber,** Chief Strategist, Oakland County Economic Development and Community Affairs

9:45 a.m. – 10:00 a.m.  Networking Break in the Exhibit Area  PRE-CONFERENCE AREA
Browse exhibits, meet and greet, and learn about the programs and services provided by the Corporate, Gold, and Silver Sponsors of the 2010 Annual Meeting.

10:00 a.m. – 11:00 a.m.  Concurrent Sessions

>> New Entrepreneurial Models  BALLROOM C AND 1/2 B
This session will cover the “FastTrac to the Future” program - the Michigan Small Business and Technology Development Center (SBTDC)’s new model for coaching entrepreneurs in the launch of their business. Learn about the program and hear from actual business owners who have completed the training and from others who have launched a business.
**Chris Wendel,** Regional Director, MI-SBTDC; **Tony Fox,** Regional Director, MI-SBTDC

>> The New Realities of the Agricultural Industry  BALLROOM A
The agriculture industry contributes over $70 billion to our economy annually has been growing steadily. Learn about the future of the industry, trends and how communities should prepare. Findings from the MSU Product Center economic impact of food processors in Michigan report, which will be completed this July, will be presented.
**Mike DiBernardo,** Economic Development Specialist, Michigan Department of Agriculture; **Nikki Rothwell,** Coordinator of the Northwest Michigan Horticultural Research Station (NWMHRS) and District MSU Extension Horticulture Educator; **Donald Coe,** Managing Partner, Black Star Farms Suttons Bay, MI and Commissioner, Michigan Department of Agriculture

11:00 a.m. – 11:05 a.m.  Break

11:05 a.m. – 12:30 p.m.  New Models of Business Attraction/Site Consultants Panel  BALLROOM C AND 1/2 B
Site selectors from around the country will talk about incentives and attraction methods that are currently being used in other states to draw businesses and support the economy as well as discuss how Michigan can better position itself to become more competitive.
**Kurt Brauer,** Attorney/Partner, Warner, Norcross and Judd LLP (moderator); **Tom Ticknor,** President, Ticknor & Associates; **Don C. Schjeldahl,** Vice President and Director, Austin Consulting; **Greg VanKirk,** Partner, Plant Moran CRESA

12:30 p.m.  Adjourn
MEDA Past Presidents

2010 - Joe Esbrook
2009 - Perrin Emanuel
2008 - Jill Bland
2007 - Ray DeWinkle
2006 - Susan M.C. Pigg
2005 - Barry Visel
2004 - Jeff Ratcliffe
2003 - Maureen Krauss
2002 - Steve Jonas
2001 - Susan Lackey
2000 - Roger Royer
1999 - William Cotton
1998 - Kenneth Kolasa
1997 - Kenneth Kolasa
1996 - Mary Grace Wilbert Barnes
1995 - Debra Davino Patzer
1994 - Debra Davino Patzer
1993 - Gregory Woodbury
1992 - Patricia Crawford-Lucas
1991 - Patricia Crawford-Lucas
1990 - Timothy Schroeder
1989 - Donald Schurr
1988 - Jeffrey Kaczmarek
1987 - Robert Sieghart
1986 - Charlie Johnson
1985 - James Hundia
1984 - John Lindale
1983 - Matthew Piernick
1982 - Michael S. Ammann
1981 - Charles A. Schrenk
1980 - Clifford A. Kleier
1979 - Richard R. Surbrook
1978 - Anthony Jarrett
1977 - James R. Dane
1976 - Basil P. Inkpen
1975 - William B. Berrington
1974 - Robert M. Stevens
1973 - Wilber M. Young
1972 - Ray G. Steeb
1971 - Michael Michels
1970 - William McClelland
1969 - Thomas L. Diak
1968 - Daniel R. Andrew
1967 - William Cronenwett
1966 - John P. Kavanaugh
1965 - Gus Peterson
1964 - Robert L. Gage
1963 - George Moffett
1962 - William Farrell
1961 - John F. O’Neill
1960 - Horace Brewer

MEDA Past Award Winners

MEDA Medalist of the Year

2009 - Sharon Tyler
2008 - James C. Hettinger
2007 - James F. Hendricks
2006 - George W. Jackson, Jr.
2005 - Kathleen Blake
2004 - Lennox Sheppard
2003 - Susan Lackey
2002 - Robert Terry
2001 - JoAnn Crary
2000 - Thomas Johnson
1999 - James L. Donaldson
1998 - Michael R. Marcellino
1997 - Patricia Crawford-Lucas
1996 - Debra Davino Patzer
1995 - Edward Grobe
1994 - Donald Schurr
1993 - Elaine Tycocki
1992 - Greg Woodbury
1990 - John Lindale
1989 - Birgit Klohs
1988 - John Currie
1986 - Richard H. Beagle
1985 - Lee Utke – 1st Winner

Mike Conboy Professional Development Award

2009 - Peggy J. Black
2008 - Rex LaMore
2007 - Susan A. Lackey
2006 - Linda Hirvonen
2005 - David Schreiber
2004 - Barry Visel
2003 - Susan M.C. Pigg
2002 - Michael J. Montgomery
2001 - Warren Cook
2000 - Raymond Vlasin
1999 - John Hanieski
1998 - Michael Ammann
1996 - William Cotton
1995 - Jeffrey Stuit
1994 - Donald Schurr
1993 - William Lontz
1992 - Ed Grobe
1991 - Downs Herold
1989 - Mike Conboy – 1st Winner
The 1960’s

The decade of the 60’s was an era of innovation for Industrial Development in Michigan. While many states still concentrated on pirating plants from other states, Michigan’s program was based on helping its established industry to grow. This strategy involved research, promotion, regulation, taxation, training and financing. A new constitution mandated reorganization of state agencies that led to changes in their services and operation.

Rail shipment of automobiles had reduced the national dispersion of assembly plants and parts suppliers, leaving Midwest states as Michigan’s main competition. For an annual tax loss of $4.6 million, Michigan eliminated a special manufacturing tax, which no other industrial state charged. This, and many other actions, signaled Michigan’s resolve to be competitive. Industry responded to these initiatives with nation-leading investments in plants. For the decade Michigan led all twelve Midwest states with 20.7% growth, 568,000 jobs, in which 72 of 83 counties gained manufacturing employment.

Despite the similarities and differences of Michigan’s economic climate and strategies from the 1960’s to today, the state has always maintained a strong group of leaders that are forever looking at ways to improve the state, get a leg up on the competition and spur growth in strong industries. For whatever the future holds, the Michigan Economic Developers Association will be there to guide economic developers of every generation. Congratulations to MEDA for reaching 50 Years.

Mike Conboy

Roscoe Giles, formerly of the Holland Economic Development Corporation and one of MEDA’s current Lifetime Members, said this about MEDA’s 50th Anniversary when we called him recently: “When I joined MEDA, there were only 22 members. We had to limit membership because there were only 27 cots at Tippy Dam. When, we got over 27, we had to move. Congratulations to MEDA for turning 50!” Mr. Giles was active in MEDA from the 1960’s to the early 1980’s. He currently resides with his wife in North Carolina.
The Michigan Professional Industrial Developers Association (MPIDA) was a small but elite group of full time industrial developers when I was hired by the Office of Economic Expansion (OEE) in the Michigan Department of Commerce. MIPDA was an excellent organization for networking and informing professions from around the state who needed those opportunities as it does today. Industrial development and “full time” were the operative words in 1974 which screened out many potential members from community organizations and chambers of commerce that did not have staff who worked on industrial development projects exclusively. But change was debated and the modern era of economic development was on the horizon.

The membership of MPIDA was dominated by the utilities, railroads and OEE. The larger communities and chambers of commerce also had employees who belonged to MPIDA but the roster of past presidents is evidence the large organizations had the influence to run the organization. The group focused on seeking plant location opportunities, establishing the Certified Industrial Park program and discussing prospecting missions to major cities and trade shows. It was not a sophisticated organization compared to MEDA of today because it was a volunteer group that depended on the strength of the committee members, its chair persons and the president. It was also a male dominated group lacking diversity as it reflected the profession of that era.

But times were changing in the 70s because Michigan’s leaders on the local and state level decided that industrial development was too limiting and professional developers needed to work with commercial enterprises, destination tourism companies and small business start ups to attract more jobs. The profession also was opening its doors to women and minorities who wanted a networking and educational organization within this profession. The leaders of MPIDA voted to drop the full time requirement and changed its name to Michigan Industrial Developers Association which eventually evolved to the Michigan Economic Developers Association and serves the development community well.

Jim Donaldson

“...A lot has changed over the 50 years in regards to economic development and the Association has certainly kept up with those changes. Congratulations to the members for maintaining an excellent professional organization.”

- John Czarnecki
Clinton County Economic Alliance
Congratulations to the Michigan Economic Developers Association (MEDA) on their 50 year anniversary.

It was an honor to be president of the organization in the mid 1980’s. We were blessed with outstanding members and individuals that brought their forward thinking and expertise to the board of directors and other various committees.

The following are just some of the highlights from the first annual report (1984-1985) of the Michigan Industrial Developers Association (MIDA—as it was known back then):

- Membership increased 30% from 160 to 208 in just one year.
- The first MEDA Newsletter was started.
- The first strategic plan was put in place.

The Mission Statement at the time was:

The Mission of the Michigan Industrial Developers Association is to act as the leading voice in economic development in the state of Michigan by enhancing the economic development profession through an effective program of marketing and training.

The 80’s were good for this organization, but as we said at the time, “Let’s look beyond silver, and go for the gold!”

Congratulations MEDA on reaching the GOLD and for all your latest achievements!

John Lindale
I would like to extend my wholehearted congratulations to the Michigan Economic Developers Association (MEDA) for its golden anniversary. I am very proud to have been the president of the organization in the 1990s and a member since becoming an economic developer in the mid-1980s.

Here are some of the highlights from the 90s:

- The organization achieved 501 (c) (3) status, which paved the way for charitable contributions to further the mission of MEDA.

- The Michigan Industrial Developers Association became the Michigan Economic Developers Association. This enabled MEDA to broaden the scope of the membership and become more inclusive.

- In 1995, MEDA hired its first Executive Director and support staff to manage the organization. This has really advanced the organization to what it has become today. Prior to that time, the president, in cooperation with the University of Michigan was responsible for coordinating all board and committee meetings.

- Strategic planning was a priority in the 1990s with several plans put in place to chart the course for the organization.

The professionalism of MEDA is unsurpassed in Michigan. Congratulations again on 50 years of economic development success!

Sincerely,

Patricia Lucas, CEcD
The 2000’s

Congratulations to MEDA on 50 years as the leading voice in economic development in Michigan. The first decade of the new millennium has been one of challenge for our state, our communities and our businesses. MEDA has risen to the occasion by supporting our members so that we can do our jobs in a fast paced environment. In addition, MEDA members still enjoy some old fashioned networking time at our events, learning from the mentors that have meant so much to us in our careers. It has been a privilege to serve on the MEDA Board twice and as the organization’s President in 2003.

Some of the highlights for MEDA over the past ten years include:

- Being on the leading edge of technology with our website, electronic newsletters, and timely communications via e-mail to keep our members informed.
- Our legislative updates provide members with information that they can use to assist our legislators in prioritizing economic development for this state. We now have a strong voice in the legislative process.
- Partnering with the International Economic Development Council on programming and education has allowed MEDA members to expand their knowledge base.
- Our in depth research papers have provided Michigan policy makers input on key decisions. From *Economic Development in a Global Knowledge Economy: A Guide for Local Practice*, to *Accelerating Michigan’s Economic Resurgence Incentives Taskforce Report* and the current white paper for the new administration, these efforts have given credibility to MEDA as an organization.

I am so proud of the organization that MEDA has become since I first became a member in college 25 years ago. We have a first rate staff, we are a leading voice in economic development in Michigan and we continue to look for cutting edge ways to improve the way our members deliver services in our communities. We look forward to the future with optimism that MEDA and our members will continue to make a difference in the State that we all love!

*Maureen Donohue Krauss*
MEDA 50th Anniversary Memorabilia Order Form

Name _______________________________
Title ________________________________
Organization _________________________
Address ______________________________
City ________________________________
State ____________ Zip _____________
Phone ______________________________
Email _______________________________

Payment Options
☐ I will submit a check to MEDA at
  P.O. Box 15096, Lansing, MI 48901-5096
☐ I would like to be invoiced

Receiving Order
We will ship your order to the address above.

Credit Card Form
☐ Visa ☐ Master Card

Name ________________________________
Authorized Signature ____________________
Account # ______________________________
Expiration Date _________________________
Zip Code that appears on statement _________
☐ Receipt Requested

Please E-mail or Fax this form to:
cjorae@medaweb.org or (517) 241-0089

All items below will be produced with MEDA’s 50th Anniversary Logo

All net proceeds from purchasing will be donated to Goodwill in conjunction with our 50th Anniversary Campaign

Golf Balls
Price: $22.00 per dozen
Pinnacle Gold Distance

<table>
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<tr>
<th>Quantity: __dozen</th>
<th>Total: $ ______</th>
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Travel Mug
Price: $12.00
16 Oz. Travel Mug, Black Band,
Stainless steel Outer and Plastic Interior Mug,
Rubberized grip with skid-proof bottom.

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<th>Quantity: _____</th>
<th>Total: $ ______</th>
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Hat
Price: $18.00
Color: Navy Blue with Logo embroidered in white
100% cotton brushed twill,
Adjustable Velcro closure
6 Panels, Structured, Mid Profile

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<th>Quantity: _____</th>
<th>Total: $ ______</th>
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Polo Shirt
Price: $35.00
Color: White with Navy Blue
Embellishments, Logo embroidered in
Navy Blue
Chestnut Hill Golf Performance
Polo Shirt

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<th>Quantity: _____</th>
<th>Total: $ ______</th>
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</thead>
</table>

Men’s Sizes
S  M  L  XL  2X(Add $3)
3X(Add $5)  4X(Add $7)

Women’s Sizes
S  M  L  XL  2X(Add $3)
3X(Add $5)  4X(Add $7)

Total: $ ______

Grand Total: $ ______
Thanks for the Memories

“I remember my first MIDA meeting (it was MIDA then) with great clarity. It was September 1977; held at the Sheraton on Creyts Road in Lansing; and three women (Charlie Johnson, Patricia Root and Birgit Klohs) were working for the Berrien County EDC. Chuck Schrenk, the Executive Director, wanted us to become members. At the time MIDA was a small group of male economic development practitioners. They came from the Michigan Department of Commerce; the utilities; and some local ED’s. Frankly, women were not particularly welcome. They immediately dubbed us “Charlie’s Angels”. Which did not go over very well with the three of us. But we decided to persevere; and we did. MIDA grew and eventually became MEDA. All of us have come a long way. Congratulations on 50 years.”

-Birgit M. Klohs
The Right Place, Inc.

“I am very proud to belong to such a dynamic organization!
Happy Anniversary MEDA!”

-Irene Spanos
Oakland County Planning and Economic Development
“Congratulations to the MEDA board, staff and its 443 members for 50 years of excellence! It’s important to know that during challenging and changing times, MEDA continues to be a leader for the economic development industry. Congratulations and best wishes for another 50 years!”

-JoAnn Crary, CEcD  
Saginaw Future, Inc.

“Before MEDA had a staff or an Executive Director, which I think are both great, I have very fond memories of stuffing the MEDA newsletter into envelopes with some really great people from SW Michigan.”

Thanks,

-Carolyn Bennett
DTE Energy

“Working in a rural county away from Lansing and other major metropolitan areas you can feel lost at times but our association with MEDA provides us with a state wide voice and information necessary for us to accomplish our mission. MEDA’s staff is very professional and knows how to get things done and where to point you for specific requests. Happy 50th Anniversary!”

-James P. Gartin
Lenawee Economic Development Corporation
“Congratulations on 50 years of support for local economic developers. Your educational workshops, networking opportunities, and policy forums have been valuable economic development resources and have assisted in creating a professional economic development organization throughout the great State of Michigan. Keep up the good work!”

-Fred Dillingham
Economic Development Council of Livingston County

“I have been a MEDA member since the 1980s through my affiliations with the Michigan Department of Commerce, the Jobs Commission, the MEDC, and the Battle Creek Area Chamber of Commerce. I am a graduate of MEDA’s Economic Development Practitioner Training Course (back when it was MIDA.). The skills, professional networking opportunities and lifelong friendships developed through MEDA have been invaluable to me and the organizations I’ve represented, over these many years. Congratulations on MEDA’s 50th anniversary!”

-Kathleen L. Mechem
Organizational Solutions LLC

“My first interaction with MEDA was many years ago when I attended the Economic Development Basic Course. Being a newcomer to the industry I did not know what to expect. The course was fantastic and gave me an excellent introduction to economic development in Michigan and across the region. My fellow classmates were knowledgeable, friendly and open to share their expertise, they took me under their wing and made me feel welcome. Since that time, the contacts, relationships and friendships I developed have turned out to be an invaluable resource. The organization is a valuable asset to our profession. It turned out to be a great start in a successful career, thank you John and Cassandra for your leadership – keep up the great work!”

-Joe Esbrook
Packerland Broadband and Michigan Works! The Job Force Board
Stay Busy in Traverse City

Don’t let all of your free time float away on the shores of Grand Traverse Bay (unless you really like cozy beaches!). Wine, golf, shopping, trails, art galleries, and the Opera House are all local. Go to VisitTraverseCity.com to find out all that there is to do in and around Traverse City!

Silent Auction

When: Entire Conference
Where: Pre-Conference Area

All proceeds go to benefit our year-long fundraiser for Goodwill.

These items include... golf passes, shirts and much more!

A showcase of various businesses and communities throughout Michigan!

Getting Around the Hagerty Center

The lobby of the Hagerty Center is also known as the Rotary Hall.

The Opening Reception is through the Rotary Hall, behind the Hagerty Center. In the case of inclement weather, the Opening Reception will be in the Rotary Hall.

Classrooms 101 and 112 are through the Rotary Hall on the opposite side of the building from the conference rooms pictured above.

Breakfast and breaks will be in Room D.

Restrooms are in the Pre-Conference Area past the A/V room.
Thank You 2010 Annual Meeting Sponsors

Please visit the booths of the Corporate, Gold and Silver sponsors throughout the Annual Meeting. Be sure to thank the Friends of MEDA as well.

**Corporate**
- Consumers Energy
- DTE Energy
- Michigan Economic Development Corporation

**Gold**
- Indiana Michigan Power
- Michigan Certified Development Corporation
- Michigan State Housing Development Authority
- USDA Rural Development
- Warner, Norcross & Judd LLP

**Silver**
- AKT Peerless Environmental and Energy Services
- ASTI Environmental
- Detroit Economic Growth Corp.
- Envirolec Technologies, Inc.
- HP Devco, Inc.
- Oakland County, Economic Development and Community Affairs

**Friends of MEDA**
- Anderson Economic Group
- Michigan Gas Utilities
- Norfolk Southern
- Site Selection Magazine
- The Right Place, Inc.
- Traverse Bay Economic Development Corporation
- Traverse City Downtown Development Authority

**Giveaways**
- HP Devco, Inc.

**Co-Sponsors**
- International Council of Shopping Centers (ICSC)

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**And Finally...**

Thank You, Annual Meeting attendees, past and present MEDA Members, friends, sponsors, colleagues and volunteers for attending this event.

We realize that this magazine is not big enough to embody the whole story of MEDA as there will never be enough space to contain the spirit of the members of this association. We hope that you have enjoyed this sampling of MEDA’s history.

We also hope that you enjoyed your stay in Traverse City and we appreciate your spending this time with us to share in the memories of MEDA’s 50th Year.

**The MEDA Staff:**
- John Avery
- Cassandra Jorae
- Lauren Syring