

# MICHIGAN STATE UNIVERSITY

FOR IMMEDIATE RELEASE

**CONTACT:**

Director, Rex LaMore  
517-353-9555  
1615 E. Michigan Avenue, Lansing, MI 48912

July 8, 2024

## State Senator Mallory McMorrow to Deliver Keynote at 2024 Innovate Michigan! Summit

Senator Mallory McMorrow serves in the Michigan Senate's 8<sup>th</sup> District. McMorrow, Majority Caucus Whip, and Economic and Community Development Chair, will deliver this year's Innovate Michigan! Summit keynote address on August 15<sup>th</sup> at the Kellogg Hotel & Conference Center in East Lansing. During the keynote, the Senator will speak on economic development initiatives, affordable housing, the outlook of community benefits in the state, and potential new markets in sustainability and reuse amongst other key economic development initiatives in the state.



### University Outreach and Engagement

#### Center for Community and Economic Development

1615 East Michigan Avenue  
Lansing, MI 48912-2822

517-353-9555  
Fax: 517-884-6489  
ced.msu.edu

Dr. Rex LaMore, Director of MSU's Center for Community and Economic Development, states that: "Senator McMorrow is a key leader in advancing equitable economic development policy in Michigan. We are excited to have her as our Summit keynoter and learn more about how publicly supported economic development policies can create jobs and improve the quality of life in our most distressed communities."

McMorrow earned a bachelor's degree in industrial design from the University of Notre Dame and has a deep affinity for the automotive industry after working for more than a decade in product design, media and advertising with companies like Mazda, Mattel, Gawker Media, Hearst and other global brands. The Senator along with others, has introduced a legislative package to grow and diversify Michigan's economy. The fund seeks to prioritize long-term economic development strategies that invest in people, rather than projects. The Senator is also known to connect with constituents via roundtable discussions, and on various social media platforms to discuss the inner workings of government, and what community leaders would like to see in a 10-year economic development plan.

The MSU EDA University Center for Regional Economic Innovation (REI) was created in 2011 by the Michigan State University Center for Community and Economic Development and funded by the U.S. Department of Commerce Economic Development Administration (EDA). Its goal is to work with Michigan's most economically vulnerable communities and aid them into becoming economically vibrant places that encourage

high-growth entrepreneurial development and create well-paid, sustainable new-economy jobs. Through annual solicitations and funding, REI is engaged in strategic partnerships and collaborative learning to develop and share the most innovative economic development tools, models, policies, and practices that are used in the world today.

As one of the most popular and dynamic university-community gatherings in the state, the Innovate Michigan! Summit brings together academics, economic development professionals, students, business and community leaders from across Michigan and the Midwest. The program is designed to address emerging economic development issues and innovations that impact Michigan communities. It also provides a unique opportunity for attendees to meet and discuss emerging economic issues and challenges in distressed communities. In addition, the Summit creates a platform to network with professionals from diverse organizations and backgrounds. For more information about the Summit and to register, please visit <https://reicenter.org/events/2024-innovate-michigan-summit> or contact Jenan Jondy at (517) 353-9555 or [jondyjen@msu.edu](mailto:jondyjen@msu.edu).

-----END-----