

Michigan State University
EDA University Center for Regional
Economic Innovation
Presents. . .



INNOVATE MICHIGAN!
SUMMIT

September 4, 2014

Kellogg Hotel & Conference Center

reicenter.org

Michigan State University
EDA University Center for Regional Economic Innovation
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MICHIGAN STATE
UNIVERSITY

University Outreach
and Engagement
Center for Community and Economic Development



U.S. ECONOMIC DEVELOPMENT ADMINISTRATION
U.S. Department of Commerce
Economic Development Administration

Join the Conversation!

What is MSU REI?

The REI Network represents a broad cross-section of Michigan's economic development ecosystem. REI's purpose is to identify and develop new economic development tools, models, policies and practices to support innovative economic development, high-growth entrepreneurship and job creation in distressed regions across the state.

Submit an Innovative Idea!

We collected innovative ideas before today's event and we will rate these ideas during lunch with iClicker technology. The poll results will be displayed in real-time. Depending on the critical importance of the innovative ideas and topics, some may be included in next year's Summit! *If you have an innovative idea for an economic development tool, model, policy, or practice, visit reicenter.org and submit your idea!*

The Conversation

In Spring 2012, MSU REI went live on social media (LinkedIn and Twitter) with the goal to facilitate a conversation centered around economic development in Michigan. Members of the REI LinkedIn group post comments, articles and ideas and respond to posts of those interested in Michigan's economy. Using Twitter, we are able to promote funding opportunities and emerging economic development, tools, models, policies and innovative practices within Michigan.

Join over 1,000 Michiganders, in the REI Network, striving to reinvent our State!

Follow us on Twitter @MSU_REI

Promote the Innovate Michigan! Summit using the hashtag:

#REInvent2014

LinkedIn Group: MSU University Center for Regional Economic Innovation (REI)

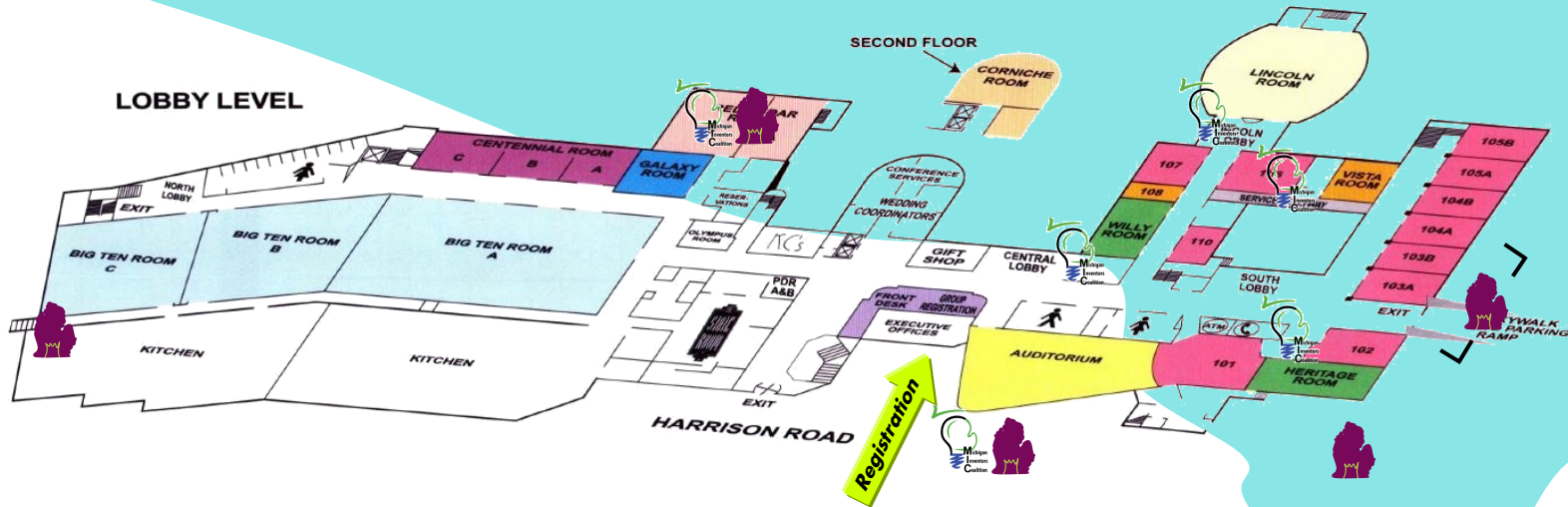
Visit the MIC EXPO '14 in the Lincoln Room - complimentary access with Summit Registration!

REI is supported in part pursuant to the receipt of financial assistance and support from the United States Department of Commerce – Economic Development Administration. The statements, findings, conclusions and recommendations are solely those of the authors and publishers and do not necessarily reflect the views of any federal agency of Michigan State University.

Schedule of Events

Time	Presentations	Room
Welcome 9:00-9:20	Dr. Rex LaMore, Director, MSU Center for Community and Economic Development; Dr. June Pierce Youatt, Provost and Executive Vice President for Academic Affairs, MSU	Auditorium
Session I 9:30-10:15	Expanding Economic Literacy by Using the Money Smart for Small Business Curriculum - Amanda Blondeau, Northern Initiatives	Auditorium
	Afterhouse - Steven Mankouche Ph.D., University of Michigan - Ann Arbor	103A
	Research on the Viability of the Pop Up Business Model in Metropolitan Detroit - Rita Fields Ph.D., Madonna University	103B
<i>Networking Break 10:15-10:30</i>		
Session II 10:30-11:15	Improving Tax Increment Financing (TIF) Transparency and Accountability: A Consolidated TIF Database for Michigan - David Bieri Ph.D., University of Michigan	104AB
	Operation Above Ground: Improving Licensing for New Food Businesses to Promote a Stronger Detroit Food Economy - Jess Daniel	103A
	Montcalm Business Incubator - Rob Spohr, GVSU	103B
	Action Plan for a Detroit Employment District: Mt. Elliott Industrial District Eric Dueweke, University of Michigan - Ann Arbor	Heritage
<i>Networking Break 11:15-11:30</i>		
Session III 11:30-12:15	Pop-Up Program Development: Lessons Learned and Best Practices in Retail Evolution - Michael Forsyth	104AB
	FRIB Economic Impact Analysis in the Greater Lansing Region - Cal Coplai, Steve Willobee, MSU	103A
	Make Art Share Space - Conor Ott, Ryan Soucy, MSU	103B
12:25-1:25	Lunch and Keynote Presenter: Ayleen Robainas Barcia Ph.D. Revitalizing a Historic Downtown: A Cuban Tale	Big Ten C
1:25-1:50	Rate the Innovative Ideas - Jennifer Bruen, MSU REI Coordinator	Big Ten C
Session IV 2:00-2:45	Engaging Michigan Community Alumni Networks as Catalysts for Development: Leveraging People, Platforms and Places for Michigan's Transformation - Elizabeth Garlow and Mayor Dayne Walling	104AB
	Promotion of Cooperative Enterprises in Distressed Urban and Rural Communities - Edward Lorenz Ph.D.	103A
	Museo Del Norte, Women's Welding Workshop - Samantha Farr, Mick Kennedy, University of Michigan - Ann Arbor	103B
	Assessing and Improving Bicycle Trails of the Upper Lower Peninsula - Chuck Nelson, MSU	Heritage
<i>Networking Break 2:45-3:00</i>		
Session V 3:00-3:45	Community Based Investing: Crowdfunding and the Michigan Invests Locally Exemption (MILE) - Angela Barbash	104AB
	Youth Entrepreneurship: A Call to Action - Cheryl Peters , Ocie Irons	103A
	Site Selector Data Collection and Website Development in the Upper Peninsula, Jennifer James-Mesloh, NMU	103B
<i>Networking Break 3:45-4:00</i>		
Closing Session 4:00-4:45	Michigan Inventors Coalition	Big Ten C
4:30-6:30	<i>Networking Reception</i>	Red Cedar

Presentations



Session I

9:30-10:15 am

Expanding Economic Literacy by Using the Money Smart for Small Business Curriculum

Amanda Blondeau, Northern Initiatives

This Co-Learning Plan proposes to develop training videos based on the 10 training areas of the Federal Deposit Insurance Corporation's (FDIC) Money Smart for Small Business program, which aims to educate individuals about financial aspects of business. There will be assessments built in and pre/post-tests to test comprehension. Once an assessment was completed, Northern Initiatives (NI) works with the borrower to create a "training plan." NI will use some of its past and current customers as talent in the videos. This use of peers will help to connect the topic and its value in testimonials that speak to relevance expressed by familiar people and businesses. Applying the curriculum to support technical assistance for small business borrowers is a logical step for NI that will have useful implications for economic development, professionals, and public organizations. The work plan that NI is building is taking the development and deployment of technical assistance in new and exciting directions.

Moderator: Mark Wilson, MSU

Afterhouse

Steven Mankouche Ph.D., University of Michigan

Rather than demolishing another irreparable house in Detroit, a motivated group has been actively working to deconstruct and reuse the foundation to build a semi subterranean passive geothermal greenhouse. This greenhouse will be able to dramatically extend the growing season and expand crop possibilities without using additional energy and help supply Detroit with fresh, local, affordable produce.

Moderator: John Schweitzer, MSU

Research on the Viability of the Pop Up Business Model in Metropolitan Detroit

Rita Fields, Madonna University

The research was conducted during the capstone course for the undergraduate degree in business at Madonna University. The research was completed in two phases. The initial phase was a data gathering phase collecting information from previous pop up events and available literature on the topic in addition to conducting primary research via a structured interview guide inquiring on individual perspectives regarding pop up businesses. Interview data was transcribed and analyzed for emergent themes and concepts using inductive techniques to develop empirically driven labels. The second phase utilized the results of the research to design and implement a pop up event for local entrepreneurs. The event occurred in Detroit and included collaboration with a non-profit organization called the Contemporary Art Institute in Detroit (CAID), who currently run community events. One of the venues is typically used as an Art Gallery and the other is a Clay Studio. The pop up event was held at the Art Gallery and six local entrepreneurs participated in the event.

Moderator: TBD

Presentations

Session II

10:30-11:15 am

Improving Tax Increment Financing (TIF) Transparency and Accountability: A Consolidated TIF Database for Michigan

David Bieri Ph.D., University of Michigan

This Co-Learning Plan addresses the implementation of a database to track the effects of Tax Increment Financing programs (TIFs). As the author points out; there is an "absence of standardized information for making meaningful fiscal comparisons" in Michigan. Categorizing, classifying and standardizing the reporting on all active TIFs in the state in a consistent manner, the MiRTIF will provide an essential database for making meaningful fiscal comparisons at the municipal and county-level. The work proposed here will provide the methodology and build a working prototype of the MiRTIF. The working prototype relies both on publicly available sources as well as a specially designed survey that leverages the existing data collection infrastructure of the Michigan Public Policy Survey at the University of Michigan's Center for Local, State and Urban Policy and at the Institute of Social Research.

Moderator: Britany Affolter-Caine, University Research Corridor

Operation Above Ground: Improving Licensing for New Food Businesses to Promote a Stronger Detroit Food Economy

Jess Daniel, FoodLab Detroit

This Co-Learning Plan provides research and visual mapping of the current licensing process for five new and alternative models of food business. These models would help take the first step in removing a significant barrier to the emergence of a more diverse, thriving, healthy, and innovative food economy in Detroit. Specifically, FoodLab will work with a team of food entrepreneurs, small business development advocates, and key partners at the Institute of Population Health (IPH) and Michigan Department of Agriculture and Rural Development. (MDARD) The significance of this project is two-fold. First, mapping the current process will help food business pioneers navigate the existing (albeit imperfect) licensing process so they can continue to innovate and grow. Second, the project will identify ways to improve this process to remove the bottleneck that currently stifles organic entrepreneurial energy and creativity.

Moderator: Bob Brown, MSU

Montcalm Business Incubator

Rob Spohr, Montcalm Community College

Montcalm and Ionia counties will open a business incubator inside Montcalm Community College to explore Rural Economic and Entrepreneurial Strategies. Entrepreneurship has been an integral part of the economy in the United States since its inception and it is critical for the state of Michigan as it continues to develop its economy.

Moderator: Dave Bee, West Michigan Regional Planning Commission

Action Plan for a Detroit Employment District: Mt. Elliott Industrial District

Eric Dueweke, University of Michigan

The student-driven report *Forging a Future: Recommendations for Strengthening Detroit's Mt. Elliott Employment District*, builds on a recommendation made in *Detroit Future City: 2012 Strategic Framework Plan*. That strategic plan suggested that certain areas of the city of Detroit held great promise for enhancing employment for Detroiters; Mt. Elliott held promise as an industrial district. "Forging a Future," planned with Detroit Economic Growth Corporation as primary partner, developed a proposed economic development plan for the Mt. Elliott employment district. Using a variety of research tools, thirteen urban planning graduate students explored real estate prospects, ways of increasing business activity, and strategies for enhancing related workforce development for city residents. This presentation will summarize strategies that the students used to collect data and feedback from real estate experts, business owners, and community residents. It will also describe the main recommendations that the students offered for advancing economic development in this area.

Moderator: TBD

Presentations

Session III

11:30-12:15 pm

Pop-Up Program Development: Lessons Learned and Best Practices in Retail Evolution

Michael Forsyth, Detroit Economic Growth Association, REVOLVE Detroit

This Co-Learning Plan focuses on the tangible tasks, challenges, and best practices associated with development and management of pop-up programs in Detroit and around the nation. REVOLVE is a collaborative program of the Detroit Economic Growth Corporation which partners with community leaders, building owners, entrepreneurs, and artists to activate vacant storefronts with transformational businesses and art installations. The goal of the program is to foster retail evolution in Detroit's neighborhood business districts. At its core, REVOLVE uses pop-up as a catalyst to accomplish three main objectives: 1) recruit and grow full-time tenants, 2) spark public and private investment, and 3) change the image and experience of neighborhood business districts. The Co-Learning Plan will share lessons learned from REVOLVE and case studies of pop-up programs around the nation to highlight best practices and common challenges.

Moderator: George Berghorn, MSU

FRIB Economic Impact Analysis in the Greater Lansing Region

Cal Coplai, Steve Willobee, MSU

An assessment of economic/entrepreneurial/community impacts and opportunities created by the Facility for Rare Isotope Beams (FRIB) at MSU. Also, collecting data and reporting on existing particle accelerator facilities to recommend potential strategies and best practices to incorporate.

Moderator: Steve Willobee, LEAP

Make Art Share Space

Conor Ott, Ryan Soucy, MSU

The City of Benton Harbor was once a hub of innovation in Michigan producing inventions, such as: the forklift, an early working prototype of the airplane, and a range of household appliances. However, the restructuring of Michigan's manufacturing economy has taken its toll on the City, which is now one of the State's most impoverished communities. The Make Art Share Space project assesses the potential for developing a shared-use, open-to-the-public laboratory for developing creative and innovative projects in the City of Benton Harbor. Two types of uses, Makerspaces and Art Incubators, were explored for their viability in this study with the intention that community institutions, businesses, and the public could invest in such an activity and rebuild a "culture of innovation" in the community.

Moderator: John Egelhaaf, Southwest Michigan Planning Commission

Lunch and Keynote Presenter: Ayleen Robainas Barcia Ph.D.

Revitalizing a Historic Downtown: A Cuban Tale

12:25-1:25 pm

Don't forget to visit the Michigan Business Network during the Summit!

"MichiganBusinessNetwork.com is the only 24/7 Internet audio resource for Michigan business news, legislative updates, profiles, marketing, technology, event planning and more, along with a state-wide business event calendar, business reports and podcasts."



Presentations

Session IV

2:00-2:45 pm

Engaging Michigan Community Alumni Networks as Catalysts for Development: Leveraging People, Platforms and Places for Michigan's Transformation

Elizabeth Garlow, Mayor Dayne Walling

Economic transformation in Michigan is complex work requiring countless actors and ideas. Among the most untapped of those actors is Michigan's expatriate community. This Co-Learning Plan will draw upon the experience of two web platforms, Flint Club and Michigan Corps, both of which have mobilized a national network of Michigan alumni looking for a 'home-coming' through opportunities to connect with and contribute to economic revitalization of home communities across the state. Drawing on the combined fifteen years of learning from Michigan Corps and Flint Club, this plan outlines the unexploited potential of and strategies for engaging alumni in tangible efforts that support cutting edge economic development and job creation, primarily through the lens of investing in entrepreneurs.

Moderator: Naheed Huq, Southeast Michigan Council of Governments

Promotion of Cooperative Enterprises in Distressed Urban and Rural Communities

Edward Lorenz, Public Affairs Institute of Alma College

This Co-Learning Plan strives to bring the Mondragon Corporation cooperative model into the realm of higher education by educating students on the value of building a cooperative approach to community entrepreneurship. The process begins with developing several cooperative educational modules to guide young people and interested adults from cooperative culture and social structures to cooperative entrepreneurship. The benefit of the cooperative model, whether from Mondragon in Spain or rural in America, is that it aims to rebuild the social structure and culture of communities, not merely the economic success of some enterprises.

Moderator: Victoria Bennett, Washtenaw Community College

Museo Del Norte, Women's Welding Workshop

Samantha Farr, Mick Kennedy, University of Michigan—Ann Arbor

This project is focused on El Museo del Norte in Southwest Detroit. This museum was established in 2009 with funding from the University of Michigan Arts of Citizenship Program in order to document "the historical presence of latina/os in Michigan" (El Museo del Norte). The museum has a yard that is not being utilized to its full potential and the project objective is to create an engaging community space in this yard. This will empower young women in the area by teaching them many useful skills. The women will also conduct surveys in the area in order to construct something that the community wants/needs out of the community space.

Moderator: Emily Proctor, MSU Extension

Assessing and Improving Bicycle Trails of the Upper Lower Peninsula

Chuck Nelson, MSU

This project is focused on the benefits of trails as an economic development tool. Trails are a useful and sustainable source of both tourism money and convenient transportation that does not rely on the automobile. To better understand how to enhance the qualities of the trails in Northern Lower Michigan, the Department for Community Sustainability at Michigan State University has partnered with numerous entities including the Top of Michigan Trails Association and Emmet County to prepare an assessment of trail use and users from Memorial Day weekend 2014 to Labor Day weekend 2014 on portions of the Little Traverse Wheelway in Emmet County and the multi-county North Central State Trail. The assessments will provide observational data of trail use and users and responses from a sample of those users who are adults 18 or over to a self-administered questionnaire.

Moderator: Melissa Horste, Senator Levin's Office

Presentations

Session V

3:00-3:45 pm

Community Based Investing: Crowdfunding and the Michigan Invests Locally Exemption (MILE)

Angela Barbash, Reconsider

This Co-Learning Plan strives to create a curriculum of investment readiness education and crowdfunding. The curriculum will help businesses in understanding what potential investors will want to know and help them identify the appropriate capital sources for small businesses. It will also explain the provisions of the new MILE law (Michigan Invests Locally Exemption), which is aimed at helping residents invest in local businesses through crowdfunding. This plan provides small businesses and entrepreneurs with this vital information, preparing them to raise capital and catalyze their growth. The desired outcome is businesses that are better equipped and prepared to successfully seek and raise capital. Participants using the program will gain an understanding of the various types of capital sources to consider, what information investors will want to know about their company (with emphasis on financial budgets and projections), and how to utilize provisions of the MILE law to raise capital from local, Michigan investors.

Moderator: Sue Pigg, Tri-County Regional Planning Commission

Youth Entrepreneurship – A Call to Action

Cheryl Peters, Ocie Irons, Generation E Institute

This Co-Learning Plan discusses how to implement the Generation E model, a five step approach to developing youth entrepreneurship education in your community. This plan delineates a five step process to begin and nurture community engagement and sense of local program ownership: 1) community appraisal; 2) community engagement; 3) community planning; 4) community training; and 5) community assistance/sustainability. Each step invites community participation and direct involvement with the youth in the programs. As a result, relationships are formed, mentors are found, coaches are engaged, and a community embraces youth entrepreneurship education. This pipeline creates entrepreneurial thinkers from the age of 8, through educational experiences, to value post-secondary education and training, to become the business owners and innovative thinkers contributing to their community's economic growth and development. Generation E Innovations has certified over 275 educators and community facilitators to deliver youth entrepreneurship education to over 15,000 youth, primarily in Michigan. Partnering with economic development agencies, the delivery methodology is a community centered approach. While receiving entrepreneurship education, the youth are introduced to community supporters serving as mentors, listeners, coaches, etc.

Moderator: Joel Rash, Red Ink Flint

Site Selector Data Collection and Website Development in the Upper Peninsula

Jennifer James-Mesloh, Northern Michigan University

This collaborative project tasks community partners, faculty and graduate students to gather data for a marketing program that will attract businesses to the 15 counties in the Upper Peninsula region. The Lake Superior Community Partnership (LSCP) and the Upper Peninsula Collaborative Development Council (UPCDC) will be participating partners on this project.

Moderator: TBD

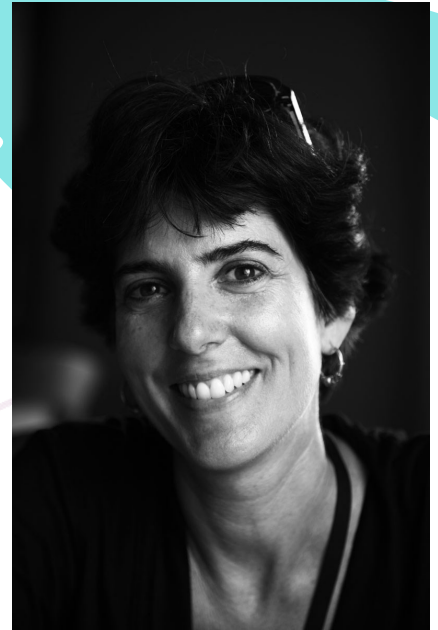
Keynote

Ayleen Robainas Barcia, Ph.D.

For the past 18 years, Ayleen has been working as a heritage architect with the Office of the City Historian of Havana, participating in different national and international projects as designer and consultant. Since April 2013, she has been the Executive Secretary of the Board of Monuments of Havana City.

She has taken part in national and international seminars on heritage conservation, exhibits on the Historic Centre values and rehabilitation strategies and urban planning workshops in different countries such as Portugal, Canada, Guatemala, Venezuela, Colombia and the West Indies.

As part of her work, she is an international member of the International Conseil des Monuments et des Sites (ICOMOS) and Documentation and Conservation of the Modern Movement (DOCOMOMO) in Cuba. Additionally, she is a former member of the faculty at the Higher Institute for Technical Studies "José Antonio Echeverría" in Havana City Cuba.



Revitalizing a Historic Downtown: A Cuban Tale

Havana City is the capital of Cuba. Founded by the Spanish in the 16th century, Old Centre Havana has some of the western hemisphere's most unique historic buildings, many registered with UNESCO's World Heritage sites. 21st Century Havana has over 2 million inhabitants with an average per capita income of approximately \$10,000/year, just a third of Michigan's average per capita average. As a centrally-planned economy, Cuba is dominated by state-run enterprises... however, something unique is happening in Old Centre Havana!

Join us to learn about the historic private enterprise zone being piloted in Old Havana and how it is helping to rebuild, revitalize and preserve the Old Centre of Havana. As an example of self-sufficient urban development with limited resources, the lessons being learned in Havana today are highly relevant to Michigan's community revitalization efforts.

Meet the Presenters

David Bieri, Ph.D. - University of Michigan



Dr. David Bieri is Assistant Professor of urban and regional planning at the University of Michigan, Ann Arbor. His main research and teaching interests are at the intersection of public finance and economic geography. Bieri's current research examines spatial features of credit flows and local economic development within the broader context of a globalized economy. From 1999 until 2006, Bieri held various positions at the Bank for International Settlements (BIS) in Basel, Switzerland, most recently as the Adviser to the CEO. He was also Head of Business Development in which capacity he was responsible for new financial products and reserve management advisory for central banks. Prior to joining the BIS, Bieri worked as a high-yield analyst at Bankers Trust in London and in fixed-income syndication at UBS in Zürich. Bieri received his PhD from the School of Public and International Affairs at Virginia Tech. He holds a M. Sc. in international finance from the University of Durham and a B. Sc. (hons) in economics from the London School of Economics.

Angela Barbash - Reconsider

Angela Barbash is the visionary and founder behind *Reconsider*, an impact economy research and development firm based out of Ypsilanti. She also serves as a Principal at Reconsider's sister company, *Revalue*, a registered investment advisory firm whose focus is on helping clients understand the often confusing and abstract world of finance in order to align their financial decisions with their values. Angela founded Reconsider in 2012 and with the help of a full team, Revalue launched in 2013. The vision for both firms formed as she noticed significant cultural trends leading toward systemic change coming out of the 2008 market correction. Angela has served for 10 years as a financial advisor at both large and small firms, managing over \$250 million during her career. Prior to entering the financial services industry, Angela studied cultural anthropology and history at Eastern Michigan University and worked at the Michigan Small Business Development Centers.



Amanda Blondeau - Northern Initiatives

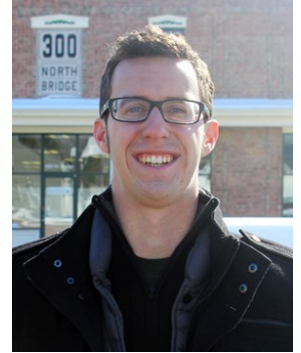


Leveraging ten years of community development experience, Ms. Blondeau became the inaugural Director of Northern Initiatives' newly launched Business Advancement Center in 2010. As the Center Director, Ms. Blondeau is responsible for the development and implementation of services and resources for microenterprises in 46 counties of rural Michigan and five Wisconsin Counties. Ms. Blondeau manages a team of staff, interns and contractors to provide assistance centered on marketing, financial performance, social networking and e-commerce to over 100 businesses annually. Prior to directing the Business Advance Center, Ms. Blondeau was a business coach specializing in E-Commerce and Information Technology for Northern Initiatives for four years. Ms. Blondeau provides expertise in information technology assessment and strategies, project management, e-business development and marketing.

Meet the Presenters

Cal Coplai - Michigan State University

Cal Coplai is currently a Project Coordinator at Kuntzsch Business Services, Inc. (KBS). As a Project Coordinator, Cal conducts spatial and demographic analyses and assists with proposal and report development. Cal holds a bachelor's degree in Urban and Regional Planning from Michigan State University with a specialization in sustainability and a minor in philosophy & law. Prior to working for KBS, Cal gained experience while working for MSU Extension, the Michigan Economic Development Corporation, the MSU Center for Community and Economic Development, and a variety of other research related positions. Cal was a member of the MSU team that completed the first round of MSHDA PlacePlans for Dearborn, Sault Ste. Marie, Alpena, and Allegan. He also served as the first ever student representative on the Michigan Association of Planning Board of Directors.



Jess Daniel—FoodLab Detroit



Jess Daniel is Director and Chief Enabler at FoodLab Detroit, a growing community of food businesses that work together within a broader movement to make healthy, fair, ecologically sound food a reality for all Detroiters. She is obsessed with the ways that good facilitation and other organizing structures can help us move toward a more just, loving, creative, and resilient world. She recently put her doctoral work on hold, but she hopes to return to the Community Sustainability department at Michigan State University to complete her action research dissertation related to FoodLab's mission.

Eric Dueweke - University of Michigan

Eric Dueweke is a Lecturer in the Taubman College of Architecture and Urban Planning at the University of Michigan. He teaches the Integrative Field Experience ("capstone") course to second-year Masters of Urban Planning students. The capstone is a planning studio course that works on a real-world project with a nonprofit or local government partner. Several of Dueweke's recent capstone projects address land banking and vacant property issues in Detroit or Flint. In addition to negotiating projects with capstone clients, he serves as a liaison to practicing planners, especially from the nonprofit sector, in Detroit and statewide. He is a member of the Board of Directors of the Michigan Association of Planning, as well as several community based organizations in Detroit. Prior to coming to UM in 2002, Dueweke worked for over 20 years with Detroit nonprofits in the fields of arts, special events and community development.



Meet the Presenters

Samantha Farr - University of Michigan



Samantha Farr is a master of urban planning student at the University of Michigan's Taubman College of Architecture and Urban Planning. Prior to graduate school, Samantha oversaw business development for an advertising technology startup in New York City. She resides in Detroit and spent the summer working as a fellow at Southwest Detroit Environmental Vision. Samantha took an independent study course on welding with Mick Kennedy, a lecturer in architecture at Taubman College. The independent study piqued Samantha's interest in teaching others welding, particularly women in Detroit. After graduate school, Samantha plans to continue to work in Detroit; teaching women how to weld, and focusing on affordable housing, historic preservation, public art, and urban design.

Rita Fields, Ph.D. - Madonna University

Dr. Rita Fields is an Assistant Professor of Management in the School of Business at Madonna University. Dr. Fields has prior experience investigating novel community activities using qualitative research methods. Prior to academia, Dr. Fields worked at the senior executive level in the healthcare industry for 10 years and in corporate America for 17 years. Dr. Fields is a member of the Eastern Michigan University Management Advisory Board, Society for Human Resources Management (SHRM), the National Association of African Americans in Human Resources (NAAAHR) and the Human Resources Association of Greater Detroit (HRAGD). She is a recent ex-President of the Marygrove College Alumni Board, a board member with South Oakland Shelter (SOS), a board advisor for the First Children Finance Fund, a member of the board for the Traveler's Aid Society of Metropolitan Detroit, and was a member of the inaugural leadership team of Leadership NEXT. Crain's Detroit Business named her among "40 Under 40" for 2008. In 2009, the Fusion division of the Detroit Chamber of Commerce honored her with a Young Professional in Health Care Services Horizon Award.



Michael Forsyth - REVOLVE Detroit



Michael Forsyth is the Retail Business Development Manager with the Detroit Economic Growth Corporation and the founder and Program Manager for REVOLVE Detroit. REVOLVE is a collaborative program of the DEGC that partners with local leaders, building owners, entrepreneurs, and artists to activate vacant storefronts with transformational businesses and art installations. The goal of the program is to foster the evolution and vibrancy of Detroit's neighborhood business districts. REVOLVE has emerged as a leading national example of a pop-up program, and Michael Forsyth is consulted frequently on the topic of program development and strategies to advance temporary use and neighborhood revitalization. Mr. Forsyth has presented on the topic of pop-up to broad audiences at local, state and national conferences. Michael Forsyth attended Michigan State University, where he earned a degree in Environmental Studies and a Master's in Urban and Regional Planning.

Meet the Presenters

Ben Fraser - Michigan State University



Ben Fraser graduated from Indiana University with a BA in Geography, an Individualized BA focusing on Urban Rooftop Gardens, and a Minor in Environmental Management. He continues his higher education as a Master's degree candidate in the Department of Urban and Regional Planning, School of Planning, Design, and Construction, Michigan State University. Ben's thesis focuses on adaptation to climate variability and change in the US, his Thesis Committee includes Dr. Wayne Beyea, Dr. Peilei Fan, Dr. Eva Kassens-Noor, and Dr. Eric Strauss (Chair), and he will graduate in December 2014. In the future, Ben plans to continue and expand on his research thesis and publish a Ph.D. Dissertation by 2020 on the same subject. His ultimate goal is to earn University tenure in the US, teach and research climate variability and change, and demonstrate how planning professionals in the US can secure their communities against a variable and changing climate.

Ocie Irons - Generation E Institute

A GenEI Contractual Associate certified and highly experienced in working with communities to develop youth entrepreneurship programs, Mr. Irons is the owner of IronBridge Development, LLC, where he serves as a business developer and community coach. Additionally, Mr. Irons is certified to deliver several entrepreneurial education programs with an intense focus on youth and urban populations. Mr. Irons has certified staff at ACCESS and other community organizations who are now delivering Generation E curricula to youth. Mr. Irons has a Master's in marketing and will complete his MS degree in Community Economic Development in 2015. He is also a partner with Eden Urban Farm. With skills and a focus in community development, Mr. Irons enjoys interacting with communities and making connections between ideas and people in order to solve problems.



Jennifer James-Mesloh, Ph.D. - Northern Michigan University



Jennifer James-Mesloh holds a doctorate in public affairs and a master's in public administration. She is currently the program coordinator and assistant professor in the graduate public administration program at Northern Michigan University. Her previous professional experience has been derived from undergraduate education, health care, state and county government, economic development, agriculture and non-profits. In the aforementioned disciplines, she has over 20 years specializing in maternal and child health program effectiveness, crisis and emergency risk communications on behalf of public health agencies and public relations/public information for agencies and nonprofits. She is also a peer-reviewed author.

Meet the Presenters

Mick Kennedy - University of Michigan

Mick Kennedy is a graduate of the School of Architecture at the University of Texas at Austin. He began his professional work in the office of Juan Cotera and has worked with Page, Southerland, Page and with the Lawrence W. Speck Studio. Along with Michael W. Smith, he founded TXa Architects with offices in Ann Arbor, MI and Austin, TX. Professional work has included a wide range of civic, institutional, ecclesiastical and residential projects. He is currently teaching architectural design studios at the Taubman College of Architecture at the University of Michigan with a focus on synthesizing traditional and advanced construction practices. Recent work involves community design-build projects in Detroit and Texas.

Edward Lorenz, Ph.D. - Alma College

Edward Lorenz is a Reid-Knox Professor of History and Political Science at Alma College and Director of Public Affairs Institute at Alma. He earned a Ph.D. from University of Chicago focusing on the history of work and education related to work. He previously worked for the Maryland Department of Economic and Employment Development and the National Commission for Employment Policy. Author of *Defining Global Justice: The History of U.S. International Labor Standards Policy* (Notre Dame University Press, 2001) and *Civic Empowerment in an Age of Corporate Greed* (Michigan State University Press, 2012), winner of the State History Award of the Michigan Historical Society in 2012 and the Axiom Award in Business Ethics in 2013. He has also have contributed to Robert Richardson, ed., *Building a Green Economy: Perspectives from Ecological Economics* (Michigan State University Press, 2013).



Steven Mankouche, Ph.D. - University of Michigan

Steven Mankouche is a registered architect and an Associate Professor of Architecture at Taubman College. He teaches architectural fabrication, construction as well as graduate and undergraduate design studios. Steven was born in Athens, Greece and grew up in Milan, Italy. He received his architectural training at Cornell University (B. Arch + M. Arch) and the Architectural Association in London (RIBA Part One). His practice, Atelier Mankouche, a multi-disciplinary collaboration with artist Abigail Murray, focuses on issues concerning material culture, participatory design and its relation to constructed space. Mankouche has lectured and taught architecture at institutions in the US and abroad, including the State University of New York at Buffalo and the Fachhochschule Liechtenstein. Dr. Mankouche is also a co-founder of ARCHOLAB, Architectural Research Collaborative with Matthew Schulte and Joshua Bard. This cross institutional collaboration with Carnegie Mellon University focuses on exploring digital technology to revisit and revive lost historic construction methods and practices.

Meet the Presenters

Chuck Nelson, Ph.D. - Michigan State University



Dr. Chuck Nelson is a faculty member and extension specialist at Michigan State University in the Department of Community Sustainability. The focus of his 34 year MSU career has been on engaging and educating students and the public about natural resource recreation management, planning and policy. This includes extending that knowledge through problem solving and plan development at the national, state, regional and community level. He has a Ph.D in Forestry, an M.S. in Park and Recreation Resources and a B.S. in Resource Development, all from MSU.

Conor Ott - Michigan State University

Conor Ott is a Research Assistant at the Michigan State University Center for Community and Economic Development as well as a student at Michigan State University. Conor plans to graduate with a dual-degree B.A. in Economics and Urban and Regional Planning in December of 2014. At the Center for Community and Economic Development, Conor has worked on updating and enhancing the REI network database, summarized past and current projects for the website, assisted in the creation of promotional material and literature for and the planning of the 2014 Innovate Michigan! Summit, and edited and formatted this year's round of Co-Learning Plans. Conor worked alongside five other Urban and Regional Planning students as well as K. John Egelhaaf and Ryan Soucy to produce the MakeArt ShareSpace report for the Southwest Michigan Regional Planning Commission.



Cheryl Peters - Generation E Institute



Cheryl Peters is the Executive Director of the Generation E Institute (GenEI). Ms. Peters has 20 years' experience teaching youth ages 10 - 18 in the field of career and employability readiness. In 2004 she helped begin the Generation E Institute, a nonprofit organization dedicated to developing and delivering innovative curricula and programs to create the entrepreneurial mindset in individuals so they may compete in an ever-changing economy. She has authored two copyrighted curricula. In addition, Ms. Peters trains Contractual Associates to replicate GenEI programs, is a presenter at conferences on best practices in entrepreneurship education, received the Outstanding Teacher of the Year Award at the 2012 National Consortium for Entrepreneurship Education, and continues to develop new curricula incorporating experiential learning methodology. The curricula are designed to create an entrepreneurial mindset enabling youth to become our next entrepreneurs or intrapreneurs.

Meet the Presenters

Ryan Soucy - Southwest Michigan Planning Commission

Ryan Soucy is an Associate Planner at the Southwest Michigan Planning Commission, one of the State's 14 planning and development regions. He graduated with his bachelor's in Urban and Regional Planning from MSU in 2011 while working for the Planning and Zoning Center at MSU's Land Policy Institute. In his daily activities, Ryan is responsible for the development and implementation of southwest Michigan's economic development strategy, the 2013 CEDS. This comprehensive strategy frequently leads Ryan on a variety of collaborative endeavors, including the Make Art Share Space project in coordination with MSU's School of Planning, Design and Construction. With this research project, Ryan is hopeful to promote the development of shared-use creative spaces to inspire a new generation of inventors and build long-term prosperity for residents.

Rob Spohr - Montcalm Community College

Rob Spohr began employment at Montcalm Community College in 2004 as adjunct business/management/marketing faculty. In 2010, he was selected as Vice President for Academic Affairs. In 2012 when Academic Affairs and Student Services merged, Rob became Vice President for Student & Academic Affairs. Rob has earned an Associate of Applied Science in Business from Montcalm Community College, a Bachelor of Arts in Marketing from Grand Valley State University, a Masters in Career & Technical Education from Ferris State University, and is currently ABD in the Higher Adult & Life-Long Education Ph.D. program at Michigan State University. Rob has served as Vice President of the Montcalm Economic Alliance for two years.



Mayor Dayne Walling - Flint Club Founder



Dayne Walling is serving in his second term as the Mayor of the City of Flint, Michigan. Walling has focused on innovative approaches to planning and development as a way to bring new energy and investments to the difficult task of turning Flint around. In 2001, Walling was a co-founder and later the executive director of Flint Club, one of the first community alumni networks in the country. Walling is a Truman and Rhodes Scholar and also a recipient of the Graduate Research Fellowship from the National Science Foundation. Walling is a leading urban policy voice with numerous published written pieces and presentations with the Governing Institute, Smart Growth Network, Michigan Municipal League, and Cities of Service. He serves on the Executive Committee of the Michigan Economic Development Corporation and is chairman of the national Manufacturing Alliance of Communities. Walling has experience in the public, nonprofit and private sectors and he is President of 21st Century Performance LLC, a management consulting company.

Meet the Presenters

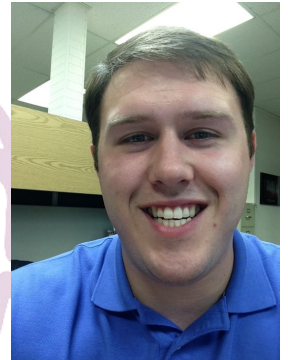
Steve Willobee - Lansing Economic Area Partnership



Steve is the Director of Business Development for the Lansing Economic Area Partnership (LEAP). Steve has over 13 years of experience in assisting governmental and private clients secure financial incentives and address federal, state and local requirements associated with redevelopment projects, including seven years with the Michigan Economic Development Corporation (MEDC) and Michigan State Housing Development Authority (MSHDA). He has managed various brownfield and other community redevelopment projects for municipal, industrial, and developer clients throughout Michigan. Steve has assisted clients in obtaining brownfield tax increment financing (TIF) and business tax credits, historic tax credits, low income housing tax credits, industrial tax credits, property tax abatements, grants, and other federal, state, and local resources.

Eric Wedesky - Michigan State University

Initially hailing from a small town—South Lyon—on the fringe of Metro Detroit, Eric Wedesky graduated from Michigan State University with a Bachelor of Science degree in Urban and Regional Planning in May of 2014. Eric works as an economic development specialist for the Eastern Upper Peninsula Regional Planning and Development Commission. Presently, he is developing a plan to stimulate economic growth in the region that will adhere to, as well as satisfy, the requirements of both the E.D.A.'s Comprehensive Economic Development Strategy and Michigan's Regional Prosperity Initiative. He believes that through accountability, widespread inclusion and tasteful sensibility, tangible outcomes can be achieved through planning.



Lindsay Westin - Michigan State University



Lindsay is originally from Jackson, Michigan and moved to East Lansing in 2009 to pursue a degree from Michigan State University. She graduated from MSU's School of Planning Design and Construction with a Bachelor of Science in Urban and Regional Planning in May 2014. She is currently gaining experience in the public sector of planning while interning in the community planning & development department at the Charter Township of Meridian. Her current focus is on economic development. Lindsay plans to serve a year long term in an AmeriCorps program this coming winter before returning to school for a master's program or entering the work force full time. She hopes to continue to be involved in economic development in the future.

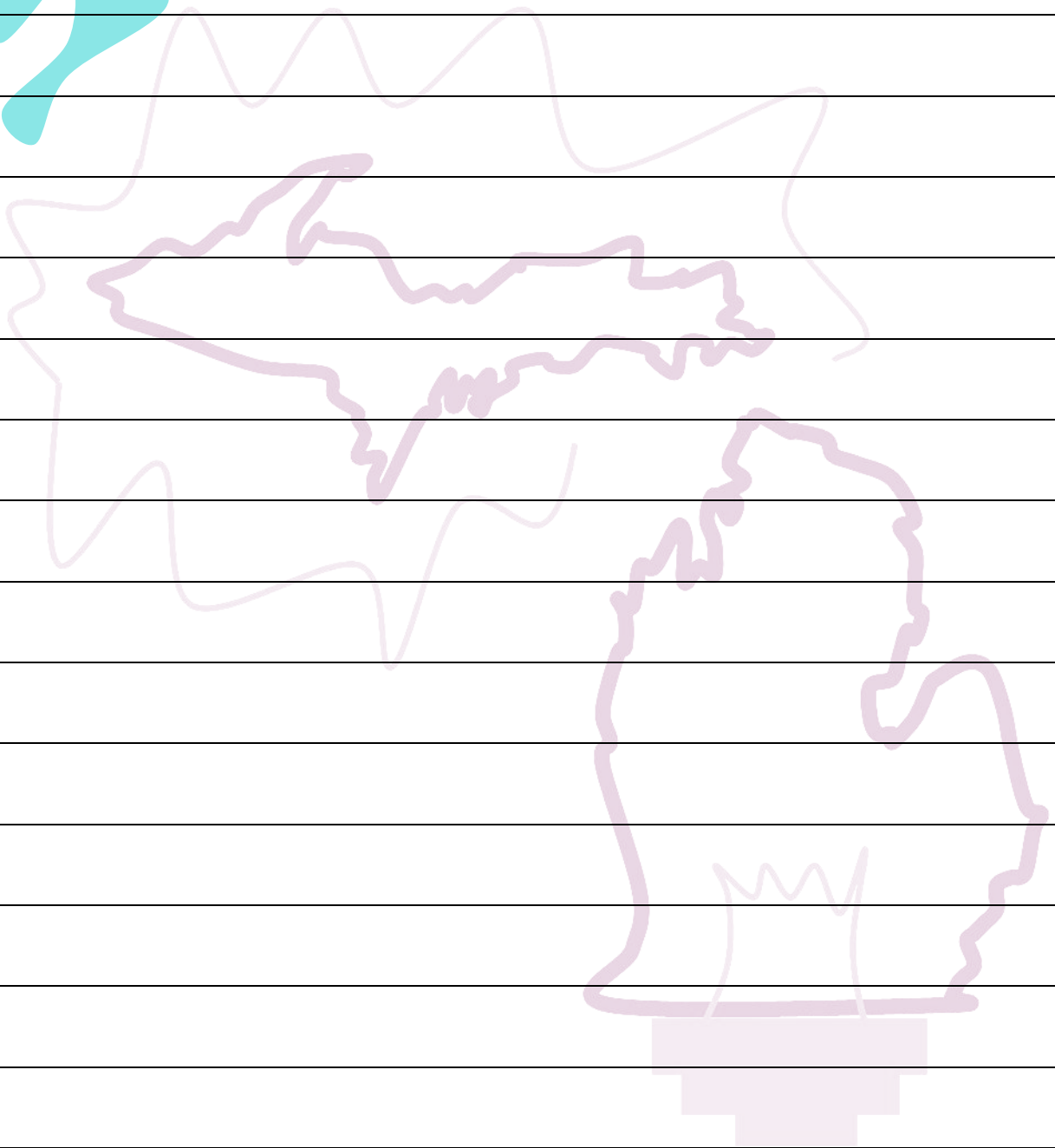
Networking Reception

Please join us in the
RED CEDAR ROOM
for refreshments from 4:30 to
6:30 PM and submit an idea
to be entered into a prize
drawing .



We hope to see you there!

Notes



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