

# Creating Entrepreneurial Communities 2008 Conference



Communities promoting entrepreneurship as a key strategy for place-based economic prosperity.

**November 19**  
Lansing Center - Lansing, Michigan

MICHIGAN STATE  
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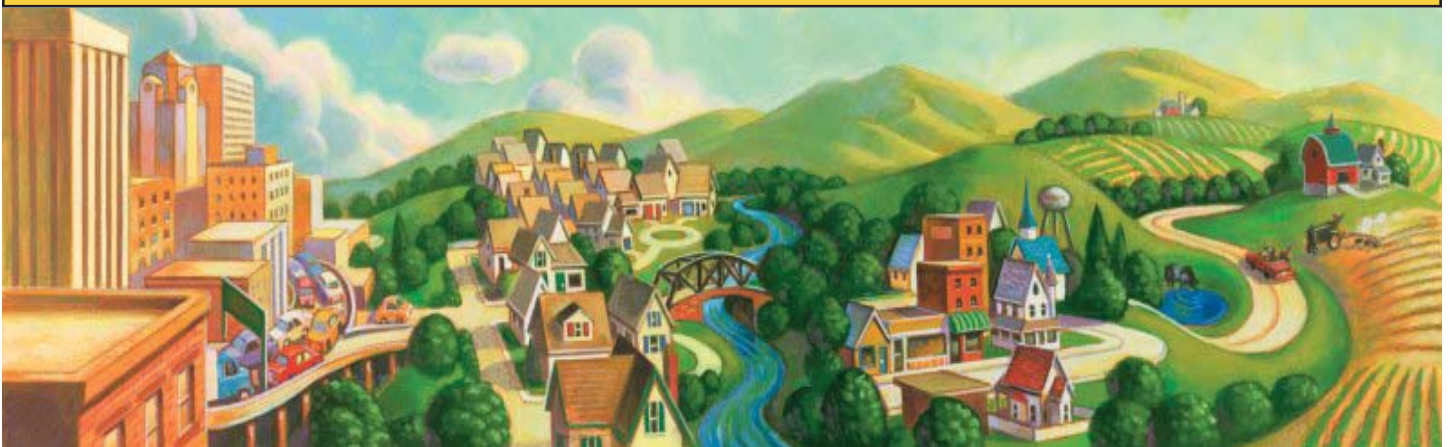
**MTA**  
MICHIGAN TOWNSHIPS ASSOCIATION



## Global Entrepreneurship Week Led by Kauffman, the Foundation of Entrepreneurship

*From November 17 - 23, 2008, Global Entrepreneurship Week will connect young people everywhere through local, national and global activities designed to help them explore their potential as self-starters and innovators. Students, educators, entrepreneurs, business leaders, employees, non-profit leaders, government officials and many others will participate in a range of activities - online and face-to-face - to harness the energy of social networking, to connect people taking action in their local and global communities and to celebrate entrepreneurship across the globe.*

*America's history is full of entrepreneurial success stories full of imagination, creativity and innovation. We invite you to spark, nurture, and fine-tune those traits in our young people by inspiring enterprising behavior. Support risk-takers. Make a difference in your community. Mentor young people with real drive and real dreams. Bring high school and college aged students with you to this conference and help shape the next generation of entrepreneurs.*



# CONFERENCE SCHEDULE

**Tuesday, November 18**

**5:30-8**

Welcome reception at the Governor's Room in the Lansing Center. Light refreshments and cash bar. Meet conference speakers, sponsors, and participants in an informal, relaxed setting before the conference begins.

**Wednesday, November 19**

**8:30-10**

Registration and continental breakfast in exhibit area

**10-10:15**

Welcome

**Lou Anna K. Simon, President, Michigan State University**

**10:15-11**

Keynote - **CREATING TODAY'S ENTREPRENEURIAL COMMUNITY**

**Erik R. Pages, President and Founder of EntreWorks Consulting**

EntreWorks Consulting ([www.entreworks.net](http://www.entreworks.net)) is an economic development consulting and policy development firm focused on helping communities and organizations achieve their entrepreneurial potential. EntreWorks works with a diverse base of clients including state and local governments, Chambers of Commerce, business leaders, educational institutions and non-profits. These customers all share a commitment to innovative economic development strategies that build wealth and build communities. Since its founding, EntreWorks has served more than 30 states and countries.



**11-12:15**

Lessons Learned - **THREE COMMUNITIES OF PRACTICE SHARE THEIR STORIES**



**Tara Nichols, Vice President of the Valdosta-Lowndes County Chamber of Commerce**, will describe how her community supports entrepreneurs through a variety of innovative approaches, including the S.E.E.D.S. (Sowing Entrepreneur & Economic Development Successes) Center. Noted as a premier example of Georgia's statewide "Entrepreneur Friendly" initiative, Valdosta-Lowndes County paved the way for others with this program. Learn how Valdosta-Lowndes County cultivated its business environment by developing effective local strategies that continue to encourage regional entrepreneurship.



**Chilton Rogers, Assistant Director of Appalachian Regional Development Institute**, has led the creation of an emerging entrepreneurial region in rural North Carolina. Through the Kellogg Foundation Rural EDS project, she helped build the Watauga County effort to include partners, communities and entrepreneurs from throughout an eight-county region. In addition to the "Start Your Own Business" workshop series offered in conjunction with the Appalachian State University Center for Entrepreneurship, she and partners worked to develop a regional network of business service providers, entrepreneurs and community leaders which meets bimonthly across the region.



**Becky Cleveland, Executive Director of Brookfield Area Growth Partnership**, has embraced the Home Town Competitiveness (HTC) model for community development. In this Missouri town of less than 5,000, a group of citizens offered a mailbox with their name on it to each graduating senior on the eve of their 2007 ceremony. "The response was just unbelievable. We wanted these kids to get the message that there's a place for them here in our community, in our economy." A letter in each mailbox encouraged students to always consider Brookfield their home. Learn more about why Brookfield claims it's *A Great Place to Land*.

**12:15-1:15**

Networking lunch (included with registration). Sit at tables to learn about the pilot CEC program and other Michigan initiatives.

# CONFERENCE SCHEDULE

**BREAKOUT SESSIONS** Five concurrent sessions focus on hallmarks of entrepreneurial communities. Sessions are repeated.

**1:30-2:30**  
Session 1

- **Resources for Entrepreneurs and Communities**

Erik Pages, EntreWorks  
Relating observations and experiences from a wide variety of communities, Erik will describe some of the most innovative community-level resources for entrepreneurs.

Mark Lange, The Edward Lowe Foundation  
Learn more about YourEconomy.org, a new data source that helps communities track entrepreneurial companies, and a model community library that works hand-in-hand with support organizations to serve entrepreneurs.

Liz Kudwa, Capital Area District Library  
This business librarian played a key role in the formation of the MTEAM business resources center, promoting entrepreneurship resources within Meridian Township. She is also participating in Michigan's pilot Economic Gardening project.

**2:40-3:40**  
Session 2  
(repeated)

- **Building an Entrepreneurial Culture**

Becky Cleveland, Brookfield Area Growth Partnership  
Learn more about the importance of building capacity as the 1st step toward creating an entrepreneurial culture. It starts with a great team - one with vision, commitment, and capability.

Tara Nichols, Valdosta-Lowndes County Chamber of Commerce  
Unique programs in her community have been successful in raising the prominence of entrepreneurship. We improve our entrepreneurial culture when we recognize and celebrate business success.

Rachel Vochaska, Greater South Haven Area Chamber of Commerce  
What some are now calling "changing the conversation", this entrepreneurial community is working from the bottom up to create "buzz" for BRACE (Black River Area Center for Entrepreneurs).

**3:50-4:20**

## Entrepreneurial Development Programs in Michigan

MSU's Creating Entrepreneurial Communities (CEC) program has completed its pilot phase. Learn more about plans for the next initiative, and others, that are available to Michigan communities.

**4:20-4:30**

Concluding remarks

- **Small Businesses to Learn From**

Mark Clevey, Small Business Association of Michigan Foundation  
Tom Kalchik, MSU Product Center  
Moderators pull together a diverse panel of entrepreneurs, from young to seasoned, and stage 1 and stage 2 companies. Improve your perspective of their unique business challenges and opportunities as their companies form and expand. What do they look to their communities for? How does this insight improve our understanding of the entrepreneurs in our own communities?

- **Social Networks for Entrepreneurs**

Chilton Rogers, Appalachian Regional Development Institute  
Most noted for a novel communications network that builds social capital while fostering a mentoring environment, Chilton will share her approach.

Lisa Katz, Corporation for a Skilled Workforce  
Communities are developing new communications pathways to connect entrepreneurs, service providers, and business assets. CSW is prototyping the tool, WeToo, to create an infrastructure for virtual communications and asset mapping.

- **A Conversation Between this and THE NEXT Generation of Entrepreneurs**

Bob Fish, CEO, Biggby Coffee  
Malinda Barr, Owner, Get Up and Grow  
Students from mid Michigan area high schools and universities sit down with entrepreneurs for a one-on-one conversation. Listen in to get a sense of how the next generation of your community entrepreneurs views starting a business in Michigan. Who do they consider their small business role models? How would they intend to go about developing new ventures? What can communities do to encourage and support them?



**WHO SHOULD ATTEND:** Individuals and community teams representing economic development organizations, business organizations, entrepreneurial service providers, educators, librarians, government offices, nonprofit organizations, entrepreneurs, and students.

# REGISTRATION

## Creating Entrepreneurial Communities Conference November 19, 2008. Lansing Center in Lansing, Michigan

Register either as an **individual** or as a **team** (3 or more from the same community). You may register online, by fax, or by mail.

**Conference Advance Registration Fee** Due **November 5**. Lunch, sessions, and conference materials are all included.

\$119 per person

\$ 99 per person when registering as a team (3 more people from your community)

\$ 59 per student with a current student ID card from high school, college, or career preparation program (*Please copy or scan ID and submit with registration to qualify for the special student rate.*)

**Special Needs** Accommodations for persons with disabilities may be requested by contacting us before Nov. 5. Requests after that date will be fulfilled if possible.

**Late Registration** Add \$20 per person to the conference registration fee (above) if received after November 5.

**Cancellation Policy** Cancellations submitted by November 5 will be refunded, minus a \$10 processing fee.

**Contact** MSU Extension Clinton County  
100 E. State St., Ste. 100  
St. Johns, MI 48879

**Fax** 989-224-5244  
**Phone** 989-224-5240

**Email** cecmi@msu.edu  
**Web** www.cecmi.msu.edu

**Primary Registrant** (Individual registration or person registering a team)

\_\_\_\_\_  
First Name

\_\_\_\_\_  
Last Name

\_\_\_\_\_  
Organization or Company

\_\_\_\_\_  
Street address

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
Zip

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Phone

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Email

**Advance Registration Amount Due** (by Nov. 5)

Please make checks payable to "MSU".

\_\_\_\_ Individual registrations at \$119 per person \$\_\_\_\_\_

\_\_\_\_ Team registrations at \$99 per team member \$\_\_\_\_\_

\_\_\_\_ Student registrations at \$59 per student \$\_\_\_\_\_

Total Amount \$\_\_\_\_\_

**Number of attendees for the Thursday evening  
welcome reception (no charge)** \_\_\_\_\_

**Additional Team Members** (Please copy and submit an additional sheet for larger teams)

\_\_\_\_\_  
First Name

\_\_\_\_\_  
Last Name

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Organization or Company

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Email

### Credit Card Payment information

\_\_\_\_\_  
Name on card

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Card number

\_\_\_\_\_  
Expiration date

\_\_\_\_\_  
Signature

# DIRECTIONS AND ACCOMMODATIONS

The Lansing Center is located at 333 E. Michigan Ave., Lansing, MI. View their website at [www.lansingcenter.com](http://www.lansingcenter.com)

**FROM THE DETROIT AREA:** Follow I-96 West to the 496 Downtown Exit. Continue on 496 to exit 7A to Grand Avenue. Turn right onto Grand Avenue (north). Follow Grand Ave. to Shiawassee. Turn right on Shiawassee and go across the river to Cedar St. To park under the Lansing Center, turn right on Cedar, then right onto Museum Drive, just past the Lansing City Market. Follow signs for Lansing Center parking.

**FROM THE FLINT AREA:** Follow 69 West to 127 South to the 496 West Downtown exit and continue on 496 to exit 7A to Grand Avenue. Turn right onto Grand Avenue (north). Follow Grand Ave. to Shiawassee. Turn right on Shiawassee and go across the river to Cedar St. To park under the Lansing Center, turn right on Cedar, then right onto Museum Drive, just past the Lansing City Market. Follow signs for Lansing Center parking.

**FROM THE SAGINAW AND BAY CITY AREA:** Follow I-75 South to 69 West to 127 South to the 496 West Downtown exit and continue on 496 to exit 7A to Grand Avenue. Turn right onto Grand Avenue (north). Follow Grand Ave. to Shiawassee. Turn right on Shiawassee and go across the river to Cedar St. To park under the Lansing Center, turn right on Cedar, then right onto Museum Drive, just past the Lansing City Market. Follow signs for Lansing Center parking.

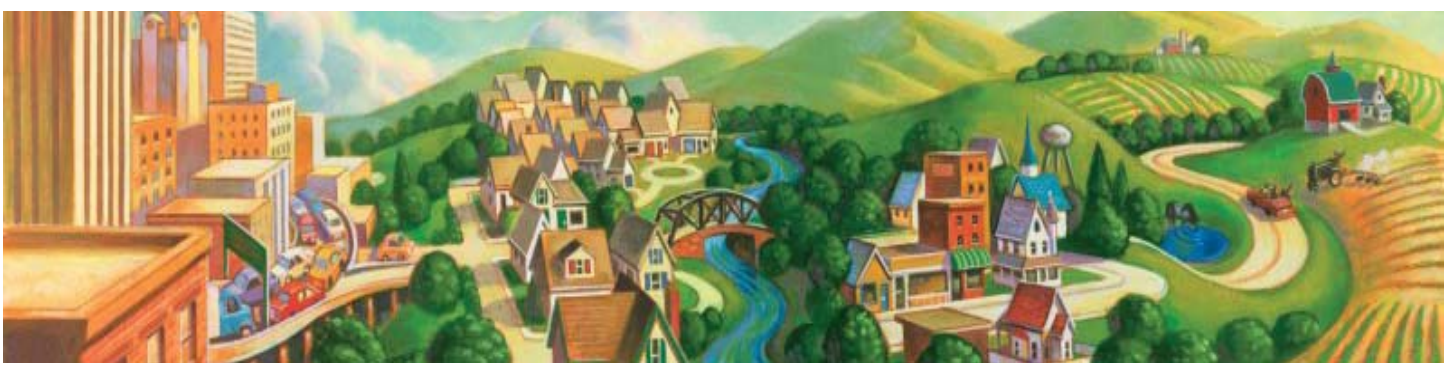
**FROM THE JACKSON AREA:** Follow 127 North to the 496 Downtown Exit. Continue on 496 to exit 7A to Grand Avenue. Turn right onto Grand Avenue (north). Follow Grand Ave. to Shiawassee. Turn right on Shiawassee and go across the river to Cedar St. To park under the Lansing Center, turn right on Cedar, then right onto Museum Drive, just past the Lansing City Market. Follow signs for Lansing Center parking.

**FROM THE BATTLE CREEK AREA:** Follow 69 North to 496 East Downtown Exit and continue on 496 to the Cedar/Larch & Pennsylvania exits. Follow the Cedar/Larch signs and exit right onto Larch Street going (North). Follow Larch to Shiawassee. Turn left on Shiawassee (go one block) to Cedar. Turn left on Cedar, then turn right (just after Lansing City Market) onto Museum Drive. Follow signs for Lansing Center parking beneath the building.

**FROM THE KALAMAZOO AREA:** Follow I-94 East to 69 North to 496 East Downtown Exit and continue on 496 to the Cedar/Larch & Pennsylvania exits. Follow the Cedar/Larch signs and exit right onto Larch Street (going North). Follow Larch to Shiawassee. Turn left on Shiawassee (go one block) to Cedar. Turn left on Cedar, then turn right (just after Lansing City Market) onto Museum Drive. Follow signs for Lansing Center parking beneath the building.

**FROM GRAND RAPIDS AREA:** Follow I-96 to 496 East Downtown Exit and continue on 496 to exit 6 (Pine / Walnut St.). Merge onto the service drive and take about ½ mile to Grand Avenue. Turn left (north) onto Grand Avenue. Follow Grand Ave. to Shiawassee. Turn right on Shiawassee and go across the river to Cedar St. To park under the Lansing Center, turn right on Cedar, then right onto Museum Drive, just past the Lansing City Market. Follow signs for Lansing Center parking.

**FROM THE LANSING CENTER PARKING LOT:** Take Museum Drive North to Cedar Street, turn right at Cedar and drive to Michigan Avenue (first traffic signal light). Make another right and go west to Grand Avenue (first street after you cross the Grand River). Make a right onto Grand Avenue and get into the left-hand lane. Proceed one and a half blocks on Grand Avenue to the parking ramp entrance on the left side of the street.



## Choose from hotel options that meet your needs.

### **Radisson Hotel Lansing (Conference Headquarters Hotel)**

111 N. Grand Ave., Lansing

(517) 482-0188 or (800) 333-3333

Connected to Lansing Center via enclosed pedway. Special rate of \$108 + tax. Parking \$10/night. Use the MSUCEC conference code.

### **Kellogg Hotel and Conference Center**

Michigan State University, East Lansing

(517) 432-4000 or (800) 875-5090

Distance from Lansing Center = 9 minutes or 2.9 miles

### **University Quality Inn**

3121 E. Grand River Ave., East Lansing

(517) 351-1440

Distance from Lansing Center = 8 minutes or 3.1 miles

### **Courtyard by Marriott-Lansing**

2710 Lake Lansing Rd., Lansing

(517) 482-0500

Distance from Lansing Center = 8 minutes or 3.4 miles

# MAP AND PARKING



## From the West:

East bound 496  
Exit Pine / Walnut St.  
Left (North) on Grand Ave.  
Parking at the corner of  
Allegan St. / Grand Ave.  
or corner of  
Ottawa St. / Grand Ave.  
Also below and behind  
the Lansing Center



## From the East:

West bound 496  
Exit 7A  
Right (North) on Grand Ave.  
Parking at the corner of  
Allegan St. / Grand Ave.  
or corner of  
Ottawa St. / Grand Ave.  
Also below and behind  
the Lansing Center