

DEC 1, 2014

10:30 a.m. Networking Break

10:45 p.m. MEDC's Initiatives for 2017

Ballrooms E&F

Jennifer Nelson, Chief Business Development Officer / Executive Vice President, Michigan Economic Development Corporation

11:25 a.m. Short Break

11:30 a.m. A Sea Change for State Place-Based Strategies: MEDCs' Community Development Strategic Direction

Ballrooms E&F

Katharine Czarnecki, Vice President, Community Development, Michigan Economic Development Corporation

12:10 p.m. Lunch and Membership Meeting

Aurora Room

1:15 a.m. Making Michigan More Competitive in 2017

Ballrooms E&F

Doug Rothwell, President and CEO, Business Leaders for Michigan

2:00 p.m. Short Break

2:05 p.m. Breakout Sessions

1. Economic Development's Role in Moving Flint Forward

Reo Room

Janice Karcher, Vice President, Economic Development, Flint and Genesee Chamber of Commerce

2. Award-Winning Use of the Regional Prosperity Initiative

Ballrooms E&F

Eric Wedesky, Planner II, Eastern Upper Peninsula Regional Planning & Development Commission

outlined an Eco Dev Plan

3:00 p.m. Short Break

3:05 p.m. Breakout Sessions

1. Investing in Social Capital

Reo Room

Moderator: James Vander Hulst, CDO, Disruptive Innovations for Social Change L3C, President & CEO, West Michigan TEAM

Panelists: Bronwyn Drost, Workforce Innovation Fund Project Manager, W. E. Upjohn Institute for Employment Research | Michigan Works! Southwest

James Durian, Director, Community Ventures

Luke Kujacznski, Executive Director, Urban Alliance

2. Barriers to Entrepreneurship

Ballrooms E&F

Kathy Methner, Director of Business and Economic Services, Michigan Works! Region 7B Consortium

Tony Willis, Director, New Economy Division, Lansing Economic Area Partnership (LEAP)

4:00 p.m. Adjourn

Frank Bernard

MICHIGAN ECONOMIC DEVELOPMENT ASSOCIATION

I. Economic Development's Role in Moving Forward- Janice Karcher, Economic Development, Flint & Genesee Chamber of Commerce

Comment: **Comprehensive Economic Development Strategy**

- Michigan Vision Statement: Focus Areas
 - Agriculture
 - Tourism
 - Education
 - Economic Development
 - Health
 - Infrastructure
- Create Good Environment to Yield Jobs
 - Achievable Strategies and Goals
- Local Government Infrastructure - Roads, Water, Sewage,
 - Schedule 12 Monthly Meetings
 - Implement the Plan
 - Help Others Achieve Goals
 - Spread the Word
 - Press Releases
 - Dedicated Website
 - Video Reference Conferencing

MICHIGAN ECONOMIC DEVELOPMENT ASSOCIATION

**II. Award – Winning Use of Regional Prosperity Initiative – Eric Wedesky,
Planner II, Eastern Upper Peninsula Regional Planner & Development Commission**

Comment: Two Agencies with Overlapping Programs

1. The Regional Prosperity Initiative
 - * Five Year Plan, Reporting, Priorities, Collaboration
 - * Private Sector, Departments; Adult Ed, Higher Ed, Bus Dev
 - * Focus on Growth, Performance, Land Projects,
 - * Provide Funding

2. Comprehensive Economic Development Strategy
 - * Five Year Plan, Report Success, Prioritize, Collaborate
 - * Public and Private Sector, Investors
 - * Share Holder Investment, Board Affiliation, Oversees

MICHIGAN ECONOMIC DEVELOPMENT ASSOCIATION

III. Investing in Social Capital – James Vander Hulst, Disruptive Innovations for Social Change, President & CEO W. Michigan

Comment: It is important to be transparent.

2015 Implementation Projects

- Five year plan
- Broadband wireless access
- Regional housing
- Workforce development
- Implementation
- Career development, education

2016

- \$185,000 Project – Economic Development
 - Water
 - Pure Michigan campaign
 - Transportation strategy
 - Internet access (289 surveyed)
 - Regional Health

2017

- Proposed Projects
 - Community Development
 - Economic Development
 - Development Focus
 - Regional Retail Target Market
 - Website Development
 - Regional Trails
 - Regional Land use
 - Agriculture
 - Measuring Change
 - Dashboard Shows
 - Bar Graphs

MICHIGAN ECONOMIC DEVELOPMENT ASSOCIATION

IV. Barriers to Entrepreneurship – Kathy Methner

Director of Business and Economic Services, Michigan Works

Comment: How to Develop an Economic Program

- Send a person around to talk to people to determine who wants to start a business.
 - Help them to get funds, write business plan, and organize
1. Establish a Board and/or a Committee
This brought in a lot cottage industry businesses
 2. Establish a venue to allow people to promote their ideas possibly for a prize
This did not work for them, they tried to offer \$1,000 prize
There is a lot of people who wish to use their kitchen
 3. Look for entrepreneurs with assets
 4. Identify entrepreneurs who wish to grow
 5. Do workshops teaching business concepts
 6. Use the internet to finance small business
 7. Use college students who wish to do research in business

Triage Ask Questions:

1. How much money do you have?
2. Is the idea innovative?
3. Can the idea be marketed?
4. Do they have a working model?
5. Interview with the Small Business department
6. Use a confidentiality agreement.

Develop a Business Incubator:

They took an old automobile garage and converted it into their office.

Funding:

1. Look into the revolving loan programs.
2. There is Great Lake Community Block Grant.
3. There is Crowd Funding.

Coach Ability: You'll need to select people that are coachable.

The business won't work if the people can't be worked with even good ideas.

MICHIGAN ECONOMIC DEVELOPMENT ASSOCIATION

b

IV. Barriers to Entrepreneurship – Tony Willis, Director, New Economic Division, Lansing Economic Area

*Comment: **Overview: Survey Time ...tap the market.***

Financing: 39% Time/ 32% Capital/30% Risk (Gallop Poll Study)

Issues: Change the way you perceive reality (Perception)

Early stage Funding have diverse options,

Used \$1,500 for local funding – formed an “Equity Funding Company”

Used \$20,000 for \$300,000 investment program

They use a “Dinner” system of meetings for investors and innovators.

There are public and private companies.

Try to meet with local politicians to work together.

The private sector is difficult to get to help with funding.

Guidance & Mentorship: The timing has to be right to combine these concepts.

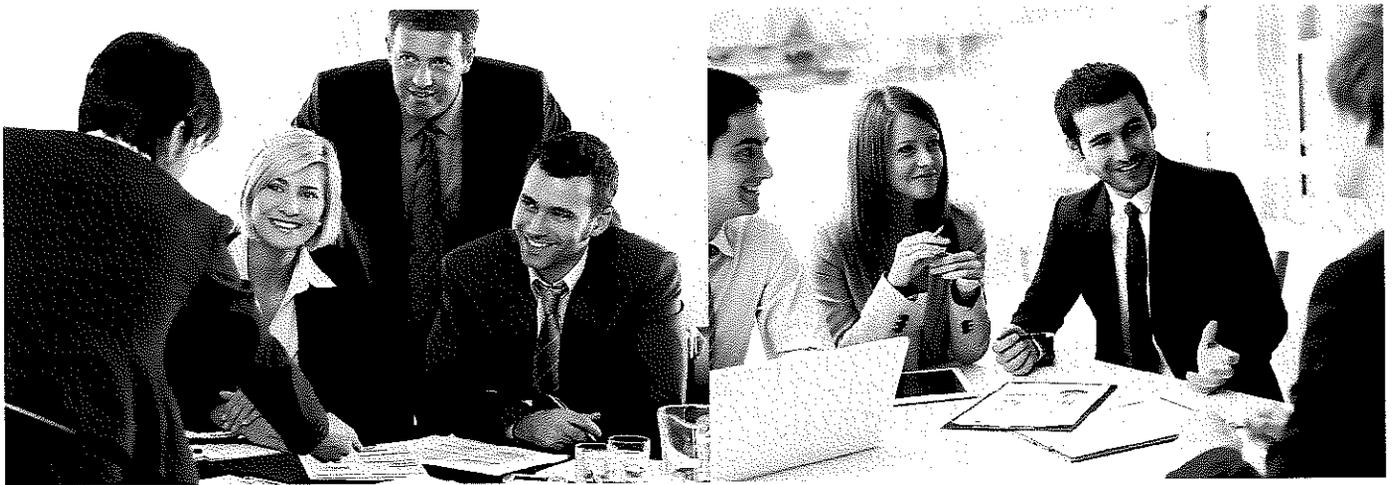
This will give the new organization a working chance.

Mentorship program may use an established form for discussion.

Research the Community: Seek out Equity/Grants/Revolving Loans

MEDA

Michigan Economic Developers Association



Join MEDA Today!

The Michigan Economic Developers Association provides education, networking and advocacy opportunities to professionals from diverse backgrounds working in economic development. Our membership consists of Michigan's top economic development experts. MEDA is the best way to engage yourself with Michigan's leading association for economic developers.

Membership benefits include:

- Discounted rates to MEDA events
- Exclusive access to job postings
- Participate in membership committees
- News and legislative updates in weekly newsletter
- Knowledge, networking and advocacy opportunities

Contact us:

P: 517-241-0011

meda@medaweb.org

**Application available at
medaweb.org**



The Fall Economic Development Toolbox Attendee Roster

Event Sponsor



December 1, 2016

Crowne Plaza Lansing West, Lansing, Michigan

#16FallToolbox

MEDA's Corporate Sponsors



James Ahee
Project Coordinator
Macomb Co. Dept. of Planning & EcD
1 S. Main St., 7th Floor
Mount Clemens, MI 48043
Phone 586-469-6450
james.ahee@macombgov.org

Carolyn Bennett
Economic Development Manager
DTE Energy
One Energy Plaza, 1283 WCB
Detroit, MI 48226-1221
Phone 313-235-4064
bennettc@dteenergy.com

Beth Blanton
Director of Engagement
Lakeshore Advantage
201 W. Washington Ave., Loft 410
Zeeland, MI 49464
Phone 616-772-5226
beth.blanton@lakeshoreadvantage.com

Kristin Brady
Community Services Director
Northwest Michigan Community Action Agency
3963 Three Mile Rd.
Traverse City, MI 49686
Phone 231-947-3780
kbrady@nmcaa.net

Shelly Brown
Finance Officer
Greater Gratiot Development, Inc.
136 South Main Street
Ithaca, MI 48847
Phone 989-875-2083
shelly.brown@gratiot.org

Stephanie Carroll
Mgr., Business Development & Community
City of Auburn Hills
1827 N. Squirrel Road
Auburn Hills, MI 48326
Phone 248-364-6802
scarroll@auburnhills.org

Faris Alami
Founder & CEO
ISM, Inc.
3334 Rochester Rd #247
Troy, MI 48083
Phone 888-853-0122
faris.alami@myISMinc.com

Frank Bernard
Tribal Councilor
Little Traverse Bay Bands of Odawa Indians
7500 Odawa Circle
Harbor Springs, MI 49740
Phone 231-242-1403
tkiogima@ttbbodawa-nsn.gov

Lavonne Blonde
Executive Assistant
MEDC
300 N. Washington Sq.
Lansing, MI 48913
Phone 517-242-4746
blondel1@michigan.org

Kurt M. Brauer
Attorney/Partner
Warner, Norcross & Judd LLP
2000 Town Center, Suite 2700
Southfield, MI 48075-1318
Phone 248-784-5182
kbrauer@wnj.com

Kathryn L. Burkholder
Outreach Coordinator, Smart Energy Program
Consumer Energy
1000 Grand Oaks
Howell, MI 48843
Phone 517-545-8745
kathryn.burkholder@cmsenergy.com

Sara Christensen
Operations Mgr. & Economic Development
Northern Lakes Economic Alliance
1313 Boyne Ave., P.O. Box 8
Boyne City, MI 49712
Phone 231-582-6482
sara@northernlakes.net

Nora Balgoyen-Williams
Director
Allegan County Economic Development
3255 122nd Ave., Suite 101
Allegan, MI 49010
Phone 269-686-5311
nbalgoyen@alleganaesa.org

Steven Black, CECD
Transaction Manager
RACER Trust
1002 Germania
Bay City, MI 48706
Phone 989-415-9950
sblack@racertrust.org

Charles Boulard
Community Development Director
City of Novi
3695 Pheasant Dr.
Ann Arbor, MI 48103
Phone 248-347-0423
cboulard@cityofnovi.org

Lois Brinkman, EDFP
Tax Abatement Specialist
MEDC
300 N. Washington Sq.
Lansing, MI 48913
Phone 517-335-0526
brinkmanl2@michigan.org

John Buzuvis
Community Development Director
City of Plymouth
201 S. Main St.
Plymouth, MI 48170
Phone 734-453-1234
jbuzuvis@ci.plymouth.mi.us

Warren J. Cook, Jr.
President
Cook & Associates Consulting
131 W. Westwood Dr.
Kalamazoo, MI 49006
Phone 517-262-1322
wjc49006@gmail.com

Becky Huttenga
Economic Development Coordinator
Ottawa County
12220 Fillmore St., Rm. 260
West Olive, MI 49460
Phone 616-738-4852
bhuttenga@mioffawa.org

Kevin A. Johnson, CPA, AICP
Plan and Policy Development
SEMCOG
1001 Woodward Ave., Suite 1400
Detroit, MI 48226
Phone 313-961-
johnson@semcog.org

Stephanie Kieffer
Division Analyst, Agriculture Development Division
Michigan Dept. of Agriculture & Rural
P.O. Box 30017
Lansing, MI 48909
Phone 517-284-5787
kieffers@michigan.gov

Cathy Knapp, CEcD
Associate Vice President
Southwest Michigan First
241 E. Michigan Avenue, P. O. Box 50827
Kalamazoo, MI 49005-0827
Phone 269-553-9588
cknapp@southwestmichiganfirst.com

Tim Lake
President & CEO
Monroe County Business Development
102 E. Front St., P.O. Box 926
Monroe, MI 48161
Phone 734-241-8081
tlake@monroecountybdc.org

Dave Mackie
City Manager
City of Hillsdale
97 N. Broad St.
Hillsdale, MI 49242
Phone 517-437-6444
dmackie@cityofhillsdale.org

Jeff Mayes
Director, Economic Development Strategy
Consumers Energy
4141 E. Wilder
Bay City, MI 48706
Phone 989-667-5284
jcmayes@cmsenergy.com

Dru L. Mitchell
President & CEO
Clinton County Economic Alliance
12800 Escanaba Dr., Suite D
DeWitt, MI 48820
Phone 517-669-1345
mitchelld@cceami.org

Harmony Nowlin
Area Manager
Consumers Energy
1325 Wright Ave.
Alma, MI 48801
Phone 989-466-4200
harmony.nowlin@cmsenergy.com

Wendy Jean-Buhrer
City Manager
City of Grand Blanc
203 E. Grand Blanc Road
Grand Blanc, MI 48439
Phone 810-694-1118
citymanager@cityofgrandblanc.com

Brent Jones
Vice President
Shiawassee Economic Development Partnership
215 N. Water St.
Owosso, MI 48867
Phone 989-725-9241
bjones@sedpweb.org

Stephen M. King
Community Development Director
City of Bay City
301 Washington Ave., Ste. 207
Bay City, MI 48708
Phone 989-894-8227
sking@baycitymi.org

Sandra Korhorn
DDA/Economic Development Director
Cascade Charter Township
2865 Thornhills Ave., SE
Grand Rapids, MI 49546
Phone 616-949-1500
sandra@cascadetwp.com

Glenn Lapin
Economic Development Specialist
City of Troy
500 W. Big Beaver Rd.
Troy, MI 48084-5254
Phone 248-524-3314
g.lapin@troymi.gov

Marsha Madle
Director, Community and Economic Development
Madle Consulting Services, LLC
1373 Sebewaing Rd.
Okemos, MI 48864
Phone 517-230-1697
marsha.madle@gmail.com

Al McFadyen
Consultant
Bay MCF
2220 McKinley
Bay City, MI 48708
Phone 989-894-4809
al.mcfadyen@yahoo.com

Amanda Murray
Director of Business Services
Lakeshore Advantage
201 W. Washington Ave., Loft 410
Zeeland, MI 49464
Phone 616-772-5336
amanda.murray@lakeshoreadvantage.com

Thomas Paison
Zoning Administrator
City of Dearborn
16901 Michigan Ave., Suite 6
Dearborn, MI 48126
Phone 313-943-4151
tpaison@ci.dearborn.mi.us

Jack Johns
Senior Economic Development Specialist
Macomb Co. Dept. of Planning & EcD
1 S. Main St., 7th Floor
Mount Clemens, MI 48043
Phone 586-469-6293
jack.johns@macombgov.org

Kate Julius
Economic Development Director
Midland Tomorrow
300 Rodd St., Suite 201
Midland, MI 48640
Phone 989-839-0340
julius@midlandtomorrow.org

Shelley Klug
Economic & Business Dev. Manager
Indiana Michigan Power
2425 Meadowbrook
Benton Harbor, MI 49023
Phone 269-926-0678
siklug@aep.com

Rachel Kuntzsch
Senior Vice President
Public Sector Consultants
230 N. Washington Sq., Suite 300
Lansing, MI 48911
Phone 517-484-4954
rkuntzsch@pscinc.com

Justin Lyons
City Planner
City of Ferndale
300 E. Nine Mile Rd.
Ferndale, MI 48220
Phone 248-336-4370
jlyons@ferndalemi.gov

Kimberly Marrone
Community & Econ Dev Manager
City of Oak Park
14300 Oak Park Boulevard
Oak Park, MI 48237
Phone 248-691-7404
kmarrone@ci.oak-park.mi.us

Dennis McKee
Governmental Affairs
Consumers Energy
3030 M-40
Hamilton, MI 49419
Phone 269-620-5092
dennis.mckee@cmsenergy.com

Maria Nevai, EDFP
Principal/Consultant - Strategic Initiatives
Maria Nevai, LLC
450 Willoughby
Mason, MI 48854
Phone 517-712-8248
marianevai@yahoo.com

LeTasha Peebles, EDFP
Program Specialist
MEDC
300 N. Washington Sq.
Lansing, MI 48913
Phone 517-241-7110
peeblesl@michigan.org

John Wolf-Meyer
Business Development Representative
Oakland County, Economic Dev. & Community
2100 Pontiac Lake Road
Waterford, MI 48328
Phone 248-858-0835
wolf-meyerj@oakgov.com

Jacqueline C. Young
Economic Development Manager
DTE Energy
One Energy Plaza, 1283 WCB
Detroit, MI 48226
Phone 313-235-8965
youngj@dteenergy.com

Mary Wolfram
Economic Development Consultant
City of Hillsdale
97 N. Broad St.
Hillsdale, MI 49242
Phone 517-437-6479
econdev@cityofhillsdale.org

Kasey Zehner
Project Manager
Greater Gratiot Development, Inc.
136 South Main Street
Ithaca, MI 48847
Phone 989-875-2083
kasey.zehner@gratiot.org

Kennis Wooten
Sr. Strategist, Economic Development
DTE Energy
One Energy Way, WCB 1530
Detroit, MI 48226
Phone 313-235-4701
wootenk@dteenergy.com