

## Breakout Session Descriptions

### Connecting Entrepreneurial Communities, October 3rd – 4th, 2018

Registration: 10:30 am on Wednesday, October 3<sup>rd</sup>

Charlevoix Public Library

220 Clinton St, Charlevoix, MI 49720

Website: <http://msue.anr.msu.edu/program/info/cec>

### Connecting Entrepreneurial Communities



### Registration instructions:

During the CEC Conference, attendees will be able to attend four of the following breakout sessions. In the [registration system](https://events.anr.msu.edu/CEC2018/) (<https://events.anr.msu.edu/CEC2018/>), please mark the four you are most interested in attending. This selection process determines which sessions have the most interest. **You may only choose four.** Sessions without adequate interest will be cancelled. At the conference, the welcome packet will contain the most popular session choices, and you will be able to choose your own schedule.

Please see below for the different topics organized by category. *Redevelopment*, *Recruitment*, *Under 30—Grow and Attract*, *Tourism*, and *Tools*.

Title	Seminar Description	Presenter(s)
Redevelopment		
How to Use a Cannon Ball to Attract Entrepreneurs to Your Downtown	Owners and developers of the East Jordan Cannonball project will share their story on demolishing a large part of a downtown block for redevelopment and what it has already meant to the community. This local group saw a need and an opportunity to help their home town's revitalization efforts. Presenters will discuss their building process and intentions for developing their downtown. Subsets include the process of getting community feedback; networking to meet entrepreneurs; vetting process; negotiating lease terms (including build-out); and their return on investment criteria.	Clifton Porter Entrepreneur/ Developer, Cannon Ball Development Corp.
Re-Imagine Your Downtown Business District... find hidden opportunities	The "MSU Sustainable Built Environment Initiative" is a resource available to help communities re-imagine their business district throughout their downtown area. This session will review the resources and give specific examples from communities around the state. Charlevoix engaged this program two years ago and participants will see the exciting results that have included the redevelopment of the "Van Pelt Alley" to include a restaurant along with several shops and businesses. Wayne Beyea of the Michigan State University School of Planning Design and Construction will lead this interesting session along with local Charlevoix officials involved in the project.	Wayne Beyea Senior Specialist, Urban & Regional Planning of Michigan State University School of Planning, Design and Construction
		Local Charlevoix City officials
The Mercado... From Vacant to Vibrant	With representatives from the property owner and the City of Charlevoix, we will tell the story of how Van Pelt Village evolved from an alley to a thriving commercial space and how the establishment of a Commercial Redevelopment District played a key role in that evolution.	Janet Koch Community Development, Northern Lakes Economic Alliance
		Luther Kurtz Mayor/ Entrepreneur, Charlevoix
		Mark Heydlauff Charlevoix City Manager
Recruitment		
Pitch Nights	How pitch nights can help launch businesses in your town. They are fun, exciting and productive...if done right! Learn from several small communities who’s 2017 pitch night programs resulted in 19 new business launches. Mary Faculak of Green Light East Jordan 2017, joins Hannah Sanderson of the NLEA in this discussion.	Hannah Sanderson Business Attraction and Growth, Northern Lakes Economic Alliance
		Mary Faculak President, East Jordan Area Chamber of Commerce

<b>Pop-Up Shops</b>	How pop-up shops can help fill vacant buildings and help entrepreneurs launch their business. Win-Win. Learn from Lindsey Miller, an entrepreneur that did just that in downtown Cheboygan.	<i>Lindsey Miller</i> Owner/ Entrepreneur, Urban Bird, Cheboygan
<b>Business Creation, from Farmers Markets to Storefront... and Beyond</b>	How communities can assist Ag entrepreneurs to expand their business beyond the traditional on-farm sales or typical Farmers' Market opportunities. This is a moderated panel discussion. Wendy Wieland, MSUE & MSU Product Center, will moderate and panelists will share stories of how they went from typical farm sales to more diversified sales channels.	<i>Wendy Wieland</i> MSU Extension Ag. Specialist/ Product Center Innovation Counselor
<b>Using Market Data to Recruit the Right Businesses</b>	Are you tired of the constant annual turnover of businesses in your town that opened only to learn several months later they were not the right fit for your market? Rather than approaching business recruitment like the movie "Ground Hog Day" ... Learn about the process the Michigan Main Street program uses, in partnership with Downtown Professionals Network, to help communities identify market opportunities and recruit the right business to your downtown.	<i>Michelle Audette Bauman</i> Economic Vitality Specialist, Michigan Main Street Center/MEDC
		<i>Jay Schlinsog</i> Owner, Downtown Professionals Network
<b>Building a Housing Strategy to Support Workforce Housing</b>	What if entrepreneurs want to grow in your town, but their workers can't find housing? Does your community have available housing stock in the price range your everyday workforce can afford? If the answer is no, this session will discuss strategies, as well as tools and resources to help your community address this challenge.	<i>Sarah Lucas</i> Community Development Director, Networks Northwest
<b>Supercharge your entrepreneurial community / Reveal your hidden business leaders</b>	Home-based business people and remote corporate workers are a growing part of every town's employment picture. They are usually under the radar and can feel isolated and unconnected. This fast paced interactive session will share and discuss the approach used by Harbor Springs, Michigan to identify these entrepreneurs and bring them out of the shadows to connect, support and encourage, each other. In the meantime, attract new full time residents who can work remotely from your town. You will hear about meetups, a dynamic co-working space, and building a buzz for business in a small town.	<i>Rachel Smolinski</i> Executive Director, HARBOR, Inc.
		<i>Bill Mulder</i> Director, HARBOR, Inc.
<b>Stop, Collaborate and Listen</b>	The story of how Grayling turned the corner on 35 years of poverty and conflict to finally see change in their community. After over 3 decades of strife, groups in Grayling have started to see value and real change made possible by working together instead of against each other.	<i>Rae Gosling</i> Main Street Manager, Grayling
		<i>Erich Podjaske</i> Economic Development, City of Grayling
<b>Michigan Tribal Nation Opportunities for Entrepreneurship Growth in Your Town</b>	Your local Tribe could be a great source for entrepreneur and business development. Presenters will share strategies of how to build sustainable relationships with Michigan Tribal Nations and entrepreneurs in your community. How to work closer with your local Tribal Nation for business development. Odawa Economic Development Management, Inc., is an entity chartered under Little Traverse Bay Bands of Odawa Indians and is responsible for an exciting multi-use project in Petoskey.	<i>Emily Proctor</i> Educator, MSU Extension
		<i>Alan Proctor</i> Director, Little Traverse Bay Band of Odawa Indians

<b>Partnerships-The Secret Ingredient to Recruitment</b>	Partnerships have been the most important tool for Boyne City when recruiting developers and entrepreneurs. We will discuss the creation of a recruitment team, and how volunteers can play an important role in successful business relationships, as well as which types of supporting documents a community should have on hand for those conversations.	<i>Kelsie King-Duff</i> Director, Boyne City Main Street
<b><i>Under 30 - Grow &amp; Attract</i></b>		
<b>Empowering Young Entrepreneurs</b>	Do you want to retain and attract young talent to your community? Join us for an exciting conversation on engaging young people in exploring entrepreneurship as a career option. Curriculum, resources and innovative youth entrepreneurship programs from around the state will be shared.	<i>Kathy Jamieson</i> Workforce Development and Youth Entrepreneurship Team, MSU Extension
<b>Saving Small Towns With Big City Ideas</b>	Small towns continue to lose young people as they are drawn to big cities and the urban lifestyle. So how can small towns attract and keep the younger people they need to sustain the community? This session will look at what is attracting millennials to big cities and how those characteristics can be adapted to small towns.	<i>Chris Thelen</i> Consumers Energy
<b>Junior Main Street - Community Connections to Youth</b>	Main Street programs serve as a catalyst for an energetic downtown. Creating community connections to youth can build civic duty and a greater appreciation for history while encouraging long term residency. Participants will learn how to develop and fund successful outreach techniques for youth. Presenter Charlevoix Main Street Manager Lindsey Dotson will provide unique insight into youth engagement, including examples of Junior Main Street programs. You'll walk away with practical approaches that can be applied in any community, large or small.	<i>Lindsey Dotson</i> Director, Charlevoix Main Street
<b>Mind-boggling Opportunities: Preparing for the New Economy</b>	Is your local government ready to compete in the New Economy? To attract new residents, business, and create jobs, local governments need to consider if their current processes and preferences accommodate the needs of a changing world. This interactive session will review the "New Economy Checklist" and evaluate your current local government practices and policies.	<i>Lindsey Gardner</i> Government and Public Policy Team, MSU Extension
<b><i>Tourism</i></b>		
<b>Artists &amp; Creatives Impacting Community</b>	Entrepreneurs work in both the profit and nonprofit sectors! Meet creative entrepreneurs who are changing communities with their presence through products, perspective and attention to a place. These stories of people & their activity are examples of the impact of entrepreneurs. How can you encourage and support these people in your community?	<i>Julie Avery</i> Retired, MSU Museum and MSU Extension
<b>Creating a Quilt Trail - Using Tourism to Bring Additional Business to Your Community</b>	Quilt trails are a national art movement. Painted blocks of quilt patterns on barns and other buildings draw enthusiasts from around the country to view blocks, take pictures, and patronize local businesses. Quilter Susan Shantz, creator of the Timberland Quilt Trail, discusses the practical aspects of building a quilt trail in your area.	<i>Susan Shantz</i> Fiber artist/machine quilter, OTB-Arts
		<i>Tim Jenks</i> Owner, TeleReports, Inc.

<b>Marketing the Destination to Spur Entrepreneurship Growth</b>	Driving tourism and generating economic success through marketing Charlevoix as a premiere year round destination. The Visit Charlevoix team will walk you through the top trends in marketing for 2018 and the outlook for 2019.	<i>Amanda Wilkin</i> Executive Director, Visit Charlevoix
<b>What are visitors "First Impressions" in your community?</b>	First Impression Tourism Assessment (FIT) helps communities learn about strengths, weaknesses, and opportunities through the eyes of first-time visitors. The results of FIT form the basis for future development, spawn local leadership, and strengthen community vitality. Come learn how to be a FIT community and apply it in downtown Charlevoix.	<i>Andy Northrup</i> Tourism Team, MSU Extension
<b>Libation Industry Entrepreneurs</b>	Learn how your community can take advantage of the growing libation industry to attract entrepreneurs. Dianna Stampfler (Promote Michigan) and Executive Director of the Michigan Craft Distillers Association will lead a panel of local libation entrepreneurs on the wants/needs of three such industries: Spirits (Mammoth Distillery), Beer (Beards Brewery), and Wine (Walloon Lake Winery).	<i>Dianna Stampfler</i> Promote Michigan
		Brewers, Craft Brewers, and panel speakers from listed companies
<i>Tools</i>		
<b>Business Counseling Resources. Free, Confidential and GOOD!</b>	Every community needs to have the basic tools to assist entrepreneurs. Business plan development and business counseling is one of the essentials. SCORE is a great tool that enables communities to tap into hundreds of years of business experience to assist entrepreneurs locally. Free, confidential, for the life of your business and GOOD!	<i>Margo Johnson</i> Tip of the Mitt SCORE Program
<b>Named Must Your Fear Be, Before Banish it You Can.</b>	This session will compare traditional and modern methods entrepreneurs use to understand the feasibility of a new business venture. Not unlike Yoda teaching Luke to be a Jedi Knight, we'll focus on how to mitigate risk and ensure failures are small until success is big. We'll discuss how Economic Development & chamber leaders can be of the most help to entrepreneurs without a lot of financial resources.	<i>Ben Dutton</i> Educator, University of Nebraska Extension
<b>Market Research &amp; Data Analytics for Entrepreneurs in Your Community</b>	This unique breakout session will review the importance of information-based decision making. Often times, small business owners think that they aren't big enough to utilize data - which simply isn't true! Presenters will review SBDC resources available for entrepreneurs in your community and how best to access the assistance. You will see information-based planning tools such as analyzing sales data and trends and how that information converts into increased profitability and decreased spending as well as how market research is used to drive a person's initial business model and to ultimately help secure financing will be discussed.	<i>Samantha Reis</i> Small Business Development Center
		<i>Annie Olds</i> Northwest Regional Director, Small Business Development Center
<b>A Purpose Beyond Profits is Good for Business</b>	The Conscious Business Movement is a movement to promote more socially responsible business practices. Businesses are learning that these practices are good for attracting and keeping employees, and also good for their bottom line. Learn how a chamber is leading this movement in their community with an initiative called Thriving Petoskey.	<i>Carlin Smith</i> President, Petoskey Regional Chamber of Commerce
		<i>Ashley Whitney</i> President, Harbor/ Brenn Insurance Agency

<b>USDA Rural Development - A Great Resource for Business Development</b>	This session will review a variety of economic and community development loan and grant programs for businesses, non-profits and public bodies. As a result communities will understand what resources are available and how to access them.	<i>Alan Anderson</i> Business Specialist, USDA Rural Development
<b>Business Model Canvas - Guiding the Startup Venture</b>	Regardless of whether the focus of the project is a product or service, the Business Model Canvas framework yields a business offering intended to result in sustainable, replicable, proprietary products and services. The BMC builds the infrastructure needed to implement the idea, and scale and sustain a viable long term product or service.	<i>Georgia Abbott</i> Abbott & Associates, LLC