



The MSU Extension Connecting Entrepreneurial Communities Conference just got a whole lot better!

CEC is now part of a larger MSE Extension “super team.” See page two for details.

March 2019 Newsletter
(page one)

SAVE THE DATE:

State-wide CEC Conference
Oct. 1-2, 2019
Ludington, MI, USA



Follow us on
Face Book:
“Connecting
Entrepreneurial
Communities”

Visit the CEC Website for
past conference photos
and info.

www.canr.msu.edu/cec/

MSU is an affirmative-action, equal-opportunity employer. Michigan State University Extension programs and materials are open to all without regard to race, color, national origin, gender, gender identity, religion, age, height, weight, disability, political beliefs, sexual orientation, marital status, family status or veteran status.

In our twelfth year, this conference has proven to be an excellent source of information and resources that communities can use to help entrepreneurs grow and thrive.

This extremely fun and productive conference regularly attracts participants from all over the state and beyond; typically 120 participants from 50 Michigan communities and multiple states.

The unique format that actually “embeds” the conference in various businesses throughout the downtown allows participants to see, taste, and feel entrepreneurship as well as develop relationships with other like-minded folks from other communities. Participants meet new friends, make new contacts, learn new ideas, and share best practices.

This conference is for anyone community member that has an interest in seeing business thrive in their town. Participants include local government officials, business community members (i.e. Chamber of Commerce, DDA, Main Street, etc.), education leaders, economic/community development representatives (EDO, EDC, Community Foundation), and interested citizens, etc.

Programming is divided into various topic tracks. Participants can mix and match sessions, or choose to follow a specific track. Program tracks include: Land Use, Good Governance & Public Policy, Leadership & Community Engagement, Tourism, & Entrepreneurship. The program will include many local examples of success in Ludington presented by our local host team and community.

Cost for the conference is \$100/person, however there will be an early bird rate of \$85 if you register before Sep 15.
Registration will open in June.

For more information and to see photos from past conferences, visit the CEC website: <http://canr.msu.edu/cec>

**Connecting
Entrepreneurial
Communities**





March 2019 Newsletter
(page two)

CONTACT US:

Land Use Team:

[Brad Neuman](#)
neuman36@msu.edu

Good Governance Team:

[John Amrhein](#)
amrhein@msu.edu

Leadership & Community Engagement Team:

[Eric Walcott](#)
walcott3@msu.edu

Tourism Team:

[Andy Northrop](#)
northro5@msu.edu

CEC Team:

[Andy Hayes](#)
hayesan@msu.edu

MSU is an affirmative-action, equal-opportunity employer. Michigan State University Extension programs and materials are open to all without regard to race, color, national origin, gender, gender identity, religion, age, height, weight, disability, political beliefs, sexual orientation, marital status, family status or veteran status.

Introducing “*THE NEW*” Government & Community Vitality Team

This past year, five great MSUE work teams joined into one “super team,” all designed to provide easier access to programs and resources to help your community. All five groups are experienced in their area of expertise and will coordinate their efforts to bring your community even more bang for the buck.

The five sub-teams include: Good Governance, Tourism, Connecting Entrepreneurial Communities, Land Use, and Leadership & Community Engagement. This is the first of a quarterly newsletter we will provide that will outline tools, resources, programs, success stories, etc. Our goal is to make it easier for you to understand what's available, and tap into support.

Connecting Entrepreneurial Communities (CEC) Team:

The CEC team produces an annual state-wide entrepreneurship conference. This unique conference is chocked full of ideas, programs, and resources all designed to help your community help entrepreneurs in your area.

Programming includes keynote speakers and over 20 breakout sessions on a variety of topics. The conference itself is “embedded” in the community as breakout sessions and networking events are held right in the various businesses throughout the downtown area. <https://www.canr.msu.edu/cec/>



leaders and stakeholders in a collaborative process for developing regional synergies and inclusiveness, exploring niche markets and/or capitalizing on the results of community assessments by first-time visitors. Ultimately, programs can form the basis for future development, spawn local leadership, and strengthen community vitality. <https://www.canr.msu.edu/tourism/>

Land Use Team:

The Land Use Team is a self-directed workgroup within the Government & Community Vitality Team. The Team annually delivers signature programs including the Citizen Planner Program, Citizen Planner Advanced Academy, Zoning Administrator Certificate Program, plus numerous other frequently requested programs on topics such as land division, Right to Farm, and planning and zoning for wind and solar energy, among other topics. We maintain key resource materials to aid Michigan local government planning and zoning offices such as process-oriented checklists, sample materials, and the Michigan Planning and Zoning Guidebooks for Citizens and Local Officials. The MSU Extension Land Use Team also focuses on Placemaking and public engagement and works closely with the National Charrette Institute at MSU. For more information about our people, programs, and publications. <https://www.canr.msu.edu/planning/>



Tourism Team: The Tourism team works statewide addressing community needs and interests in leveraging assets and resources for tourism development. A variety of programs exist to assist a community or region in becoming a destination or launch initiatives to strengthen existing tourism offerings. Programs are specifically designed to involve local



March 2019 Newsletter
(page three)

CONTACT US:

Land Use Team:

[Brad Neuman](#)
neuman36@msu.edu

Good Governance Team:

[John Amrhein](#)
amrhein@msu.edu

Leadership & Community Engagement Team:

[Eric Walcott](#)
walcott3@msu.edu

Tourism Team:

[Andy Northrop](#)
northro5@msu.edu

CEC Team:

[Andy Hayes](#)
hayesan@msu.edu

MSU is an affirmative-action, equal-opportunity employer. Michigan State University Extension programs and materials are open to all without regard to race, color, national origin, gender, gender identity, religion, age, height, weight, disability, political beliefs, sexual orientation, marital status, family status or veteran status.

Good Governance Team

The MSU Extension Good Governance Team focuses efforts on programming designed to improve the quality of board governance and managerial leadership, primarily for local governments, tribal governments and nonprofit organizations. Signature programs include: the New Commissioner School, held every two years following the election of county commissioners; Building Strong Sovereign Nations, an annual program for newly elected tribal council members; and Fiscal Sustainability, designed to help government decision makers think more comprehensively and longer term about their financial decisions. Numerous other programs are also available to assist boards and staff with their governance efforts.



Leadership & Community Engagement Team

MSU Extension's "Leadership and Community Engagement" programs engage participants in learning how to effectively manage conflict, communicate with purpose, and collaborate on solving complex issues in order to move communities forward.

Communication is the key to success, both personally and professionally. MSU Extensions' Leadership and Community Engagement Educators have created educational workshops to help leaders, managers and citizens build important skills that promote effective communication. For more information view the [LCE Impact Report](#).

Feel free to forward this newsletter to others. To add to our distribution list, simply send your name and email address to hayesan@msu.edu. Note Newsletter list in the subject line.