

## State-Wide Conference

OCTOBER 3-4, 2018  
CHARLEVOIX, MICHIGAN, USA

BREAKOUT SESSIONS IN  
LOCAL VENUES THROUGHOUT  
THE DOWNTOWN



# Register here:

[events.anr.msu.edu/CEC2018/](http://events.anr.msu.edu/CEC2018/)

# Connecting Entrepreneurial Communities



**MICHIGAN STATE** | **Extension**  
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## **SMALL TOWN CONFERENCE FOR SMALL TOWNS IN A SMALL TOWN**

Join other like-minded community leaders to learn exciting concepts and resources, and share best practices and fresh ideas to empower yourself and others to grow your local communities at the annual Connecting Entrepreneurial Communities (CEC) Conference.

With breakout sessions embedded in shops and venues throughout the downtown, the conference offers the unique opportunity to learn about and experience an entrepreneurial community.

We encourage you to invite your colleagues, co-workers, community leaders, entrepreneurs and stakeholders. Whether you work in economic development, business, arts and culture, government, philanthropy, the nonprofit sector, or education, you have an important part to play in supporting local businesses and entrepreneurial development in communities.

**Bookmark MSU Extension CEC Website for detailed information:** [www.canr.msu.edu/cec/](http://www.canr.msu.edu/cec/)  
[Like us on Facebook](#)

**Conference Time:** Wed. Oct. 3rd 11:30 am thru Thurs. Oct. 4th at 11:30am. (Registration opens at 10:30 am Oct. 3th)

**Registration Fee:** Includes opening and closing lunch, Wednesday evening networking event plus all the conference materials. \$100 per person. **Early Bird Rate: \$85 until Sep 7.**

**Accommodations:** There are several hotels in the Charlevoix area. For a complete list and room rates: [www.visitcharlevoix.com/CEC](http://www.visitcharlevoix.com/CEC) or contact the Charlevoix Convention & Visitors Bureau at 231-547-2101

# **Breakout Sessions:**

*Designed to help your community help entrepreneurs*

## **Redevelopment:**

- How to use a Cannon Ball to Attract Entrepreneurs to Your Downtown
- Re-Imagine Your Downtown Business District...find hidden opportunities.
- The Mercado...From Vacant to Vibrant

## **Tools:**

- Business Counseling Resources. Free, Confidential and GOOD!
- Named Must Your Fear Be, Before Banish it You Can
- Market Research & Data Analytics for Entrepreneurs in Your Community
- A Purpose Beyond Profits is Good for Business
- USDA Rural Development - A Great Resource for Business Development
- Business Model Canvas - Guiding the Startup Venture

## **Under 30—Grow & Attract:**

- Empowering Young Entrepreneurs
- Saving Small Towns with Big City Ideas
- Junior Main Street-Community Connections to Youth
- Mind-boggling Opportunities: Preparing for the New Economy

## **Tourism:**

- Artists & Creatives Impacting Community
- Creating a Quilt Trail - Using Tourism to Bring Additional Business to Your Community
- Marketing the Destination to Spur Entrepreneurship Growth
- What are visitors "First Impressions" In Your Community?
- Libation Industry Entrepreneurs.

## **Recruitment:**

- Pitch Nights
- Pop-Up Shops
- Business Creation, from Farmers Markets to Storefront...and Beyond
- Using market Data to Recruit the Right Businesses
- Building a Housing Strategy to Support Workforce Housing
- Supercharge your entrepreneurial community/ Reveal your hidden business leaders
- Stop, Collaborate and Listen
- Michigan Tribal Nation Opportunities for Entrepreneurship Growth in Your Town
- Partnerships-The Secret Ingredient to Recruitment

**View full breakout session descriptions online:**  
[www.canr.msu.edu/cec/sessions\\_2018](http://www.canr.msu.edu/cec/sessions_2018)



# Keynote Speakers:

## Wednesday Opening Session

**Luther Kurtz,**

*Business Owner, Mayor, Volunteer*



For Luther Kurtz, turning passions into business is business as usual. After falling in love with skydiving, he opened his own skydiving business, eventually moved it to his hometown of Charlevoix, then built the company into a national business in places like Los Angeles, Miami, Phoenix, Detroit, and Charlevoix. But the man who has a degree in Aerospace Engineering, and then a law degree was just getting started. He and his wife bought and refurbished the movie theater in Charlevoix. Next up was what's become the Mercado, which revitalized a service alley with vacant buildings

into a vibrant downtown spot with the Cantina and Salad Fork restaurants as well as other shops, such as a salon, floral shop, second floor apartments, and clothing stores. He and his wife have also purchased and upgraded other buildings in Charlevoix such as the East Park Tavern building and the Hillcrest Club Apartments, which provide quality, affordable, year-round housing in Charlevoix. He is the mayor of Charlevoix, the Past President and board member of the Top of Michigan Trails Council, serves on the DDA Board and Charlevoix Serenity House Board, which provides an alcohol and drug-free environment for recovery programs. Luther and his wife live in Charlevoix with their new son, Landon.

## Thursday Closing Session

**Jake Manthei**

*4th Generation Entrepreneur*

Jake is the CEO of Aster Brands, which licenses proven business opportunities in the concrete manufacturing industry. Aster Brands is the foundation of three licensed brands: Redi-Rock International, Rosetta Hardscapes, and Pole Base. In a nutshell - Aster Brands provide forms, molds, equipment, and support for concrete manufacturers to build or expand their businesses around the world. Jake is a fourth generation entrepreneur and is a partner in the larger Manthei Group in Northern Michigan. Jake's great grandma started a small flower farm that eventually grew into a hardwood veneer and plywood mill, a heavy construction company, a local microbrewery, and several resort RV resorts in addition to Aster Brands. Jake graduated from Arizona State University with a degree in marketing, and he and his wife live in Petoskey with their two daughters.



***"I traveled from Seattle, Washington for this conference, because my team told me 'you have to attend- you won't be disappointed.' They were right....Thanks CEC folks! I'll be back next year!"***



97.9% of past attendees reported ***they Increased knowledge of business concepts, tools, skills, and resources to build entrepreneurship in their community.***



***"Loved that we were in a walkable community. It gave us a better sense of the downtown area and what works for them. The conference felt more realistic with local speakers."***



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## What to expect:

Downtown Charlevoix, Michigan; October 3-4, 2018

Conference will begin with registration, box lunches and keynote speakers at the Charlevoix Public Library, 220 West Clinton St, Charlevoix, MI. Break-out sessions will be held in unique venue locations throughout the downtown; all within walking distance. Wednesday evening will include a fun networking event to meet others and increase your contacts. Twenty-seven educational sessions are offered throughout the conference and each participant will have an opportunity to attend two keynote speeches and four breakout sessions, with additional opportunities to network, learn best practices, and share success stories. This conference is unique in that participants will experience entrepreneurial tricks-of-the-trade with a small town perspective, but will walk away with knowledge that will transcend any community size.

*A special thanks to these local and state-wide sponsors.*

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If your company or organization would like to be a sponsor, please contact the planning team (see link below)

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**To contact a member of the CEC Planning Team:**

[msue.anr.msu.edu/program/cec/contact\\_us](https://msue.anr.msu.edu/program/cec/contact_us)

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