

# *A Clean Slate for Economic Development in Michigan*



## **2011 Annual Meeting**

August 23, 24, 25, 26

Lakeview Hotel and Conference Center at Summit Village

Shanty Creek Resorts

Bellaire, Michigan

### **MEDA Corporate Sponsors**

Consumers Energy • DTE Energy

Indiana Michigan Power • Michigan Economic Development Corporation

In a typical year, the educational content of our Annual Meeting provides updates on *some* economic development programs and a few sessions on new programs. This is not a typical year. The economic development slate was wiped clean, re-thought and re-envisioned, leaving much to learn for even the most experienced of practitioners. In addition to learning new ways to attract and retain businesses in Michigan, economic developers are collaborating with neighboring communities like never before.

The state is heading important changes in regulatory processes while many communities are leading their own permitting process simplification. Come and learn so you can assure that your community is up-to-date on all of the happenings! There's something for everyone as entrepreneurship, urban and rural development-themed breakout sessions feature how you can get ahead on unique economic and talent development opportunities for your community.

## program content...

### Tuesday, August 23rd

#### 6:30 p.m. – 8:30 p.m. Board of Directors/Early Arrival Reception

Enjoy a fun and informal networking opportunity made for attendees who arrive a day before the conference opening in order to golf or to enjoy additional time in beautiful Northern Michigan. (optional – additional fee)

### Wednesday, August 24th

#### 10:00 a.m. – 3:30 p.m. Golf Outing at The Legend Golf Course (optional – additional fee)

"Designed by the legendary Arnold Palmer, The Legend cascades over hilltops and valleys with a stunning view of Lake Bellaire. Capable of challenging the most focused golfer, The Legend was named one of the top four resort courses in the United States by the readers of Golf Magazine and was awarded 4½ stars in Golf Digest's "Places to Play Directory." – ShantyCreek.com/golf. Reconnect with good friends and meet new ones by joining golfers of all skill levels for an exclusive opportunity to play on this luxurious course.



#### 2:00 p.m. – 6:00 p.m. Conference Registration in the Lakeview Hotel Lobby

Avoid standing in line early Thursday morning by registering for the conference as you arrive! Visit the registration desk to pick up important conference materials, pay for attendance, and get answers for any questions that you have about the conference.

#### 6:15 p.m. – 8:15 p.m. Opening Reception

The opening reception is the perfect occasion for participants to start networking and creating relationships while enjoying the sights of Northern Michigan.

### Thursday, August 25th

#### 8:00 a.m. Registration Opens

#### 8:30 a.m. – 9:30 a.m. Future of Economic Development in the Midwest

Top officials from State economic development boards join to discuss the state of the economy, the future of economic development, how states currently work together for regional promotion as well as how they could improve those partnerships to achieve greater goals.

*Moderator: Jeff Williams, Chief Executive Officer, Public Sector Consultants, Inc.*

*Panelists: Jeff Noel, Corporate Vice President, Communications and Public Affairs, Whirlpool Corporation, Benton Harbor, and Vice Chair, MEDC Executive Committee; Ed Burghard, Executive Director, Ohio Business Development Coalition; Others TBD*

#### 9:30 a.m. – 9:45 a.m. Networking Break

Browse exhibits, meet and greet, and learn about the programs and services provided by the Corporate, Gold, and Silver sponsors of the 2011 Annual Meeting.

#### 9:45 a.m. – 11:00 a.m. Town Hall Meeting with the MEDC

Eight months into the new administration, the State's leading economic development agency will operate much differently than it does now. Over the next few months, most of us will learn what the planned changes are, but will need assistance with the new or changed procedures, contacts, and understanding how to obtain incentives for businesses. This discussion session will provide you the opportunity to ask questions and share your thoughts on current and future State programs.

**Michael Finney**, President and Chief Executive Officer, Michigan Economic Development Corporation (MEDC); **Mark Morante**, Senior Vice President, Policy, Program Management and Governmental Affairs, MEDC; **Doug Smith**, Senior Vice President, Strategic Partnerships, MEDC

## keynote

Michael A. Finney is the President and CEO of the Michigan Economic Development Corporation and is responsible for executing Governor Snyder's economic development strategy. Prior to taking the helm at MEDC, he served as President and CEO of Ann Arbor



SPARK. Finney also served as President and CEO of Greater Rochester Enterprise, Rochester, New York. Among many activities, Finney serves on the board of directors for the State Science & Technology Institute and is Trustee for the Washtenaw Community College Foundation. He also served on Governor Rick Snyder's Transition Team. Finney has received numerous awards and recognition including being named by Crain's Detroit Business as one of the 2007 Newsmakers of the Year.

**11:00 a.m. – 11:15 a.m.    Networking Break**

Browse exhibits, meet and greet, and learn about the programs and services provided by the Corporate, Gold, and Silver sponsors of the 2011 Annual Meeting.

**11:15 a.m. – 12:15 p.m.    Streamline of State Regulatory Practices**

A slow, complex and unpredictable regulatory process has been a major challenge for business development in Michigan for too long. This issue is very clear to our new administration. Hear changes that have been made or that are being proposed to make the regulatory process more customer-friendly.

**Dan Wyant**, Director, Michigan Department of Environmental Quality

**12:15 p.m. – 1:15 p.m.    Lunch and Membership Meeting****1:15 p.m. – 2:30 p.m.    Emerging Sector Entrepreneurs**

A panel of innovative entrepreneurs discusses their needs and challenges, making connections for resources, connecting with global markets and what the economic development community can do for them.

**Moderator: Dr. Thomas Anderson**, Senior Director, Entrepreneurism, Automation Alley

**Panelists: Milton Royce**, President, ENRG Power Systems LLC

**Rifino Valentine**, Founder/Master Distiller, Valentine Vodka

**Invited: David Zimmerman**, Chief Executive Officer, Kalexsyn

**2:30 p.m. – 2:45 p.m.    Networking Break**

Browse exhibits, meet and greet, and learn about the programs and services provided by the Corporate, Gold, and Silver sponsors of the 2011 Annual Meeting.

**2:45 p.m. – 3:45 p.m.    Concurrent Sessions 1****>> Gardening with Angels**

Economic development agencies receive an influx of information on the importance of entrepreneurial development in Michigan, but in a small to medium size community, connecting with entrepreneurs to help them meet their needs, as well as connecting entrepreneurs with the proper funding sources, can be a challenge. Learn how to create a culture and place in your community that attracts entrepreneurs. The Blue Water Angels will also talk about asset mapping your community, what they look for in an entrepreneur and how they find them.

**Joe Asiala**, Founding Member, Blue Water Angels and President, Mid-Michigan Innovation Center

**>> Recovery Park**

The complex and innovative Recovery Park project in Detroit is not only a community redevelopment initiative for recovering substance abusers, but a substantially creative utilization of land that will benefit the entire surrounding population. By personal and economic empowerment through such job-creating activities as urban farming, food processing and logistics, this project will have a positive impact on the people within it as well as on the local economy. Learn about the collaboration of Universities, philanthropy and activism that has taken place to make this project happen as well as the challenges with planning, zoning and due diligences that have been faced.

**Gary Wozniak**, Chief Development Officer, SHAR Foundation

**>> Planting the Seeds for Michigan Agri-Business Growth**

As fuel prices remain high across the country, agriculture businesses are returning to Michigan and we need to be prepared to expand the already-healthy infrastructure that we have for them. Communities of all sizes will need the electricity capacity, product movement and knowledge of the worldwide demand that these companies need to thrive. Learn how your community can maximize its involvement in the agri-business industry as well as what others are already doing.

**Jim Byrum**, President, Michigan Agri-Business Association

**3:45 p.m.    Adjourn for Free Time****6:00 p.m. – 6:30 p.m.    New Member Reception**

This special reception is to thank new members of the Association and give them the opportunity to meet and mingle with MEDA staff, Board of Directors and committee chairs.

**keynote**

Dan Wyant has been named Director of the DEQ by



Governor Rick Snyder. Dan previously served as president and chief operating officer of the Edward Lowe Foundation, which promotes entrepreneurship and helps second-stage business owners accelerate growth for their companies, a position he

held since 2005. Prior to that, he served as director of the Michigan Department of Agriculture under both Governor John Engler and Governor Jennifer Granholm. Dan also serves on the Board of Directors of the Nature Conservancy, Michigan, and holds a bachelor's degree in food systems management from Michigan State University and an MBA from American University in Washington, D.C.



## 6:30 p.m. – 8:30 p.m. Awards Banquet in the Bellaire Ballroom, Lakeview Hotel and Conference Center

MEDA's annual awards ceremony is a chance to show appreciation for, and give recognition to, some of the hardest-working practitioners in the industry. The Medalist Award identifies outstanding contributions to economic development within Michigan. Recipients of this award have demonstrated commitment to the profession of economic development, dedication to the growth of his or her community of responsibility, and have shown a record of achievement for an extended period of time. The Mike Conboy Professional Development Award is given a MEDA member who has made substantial, long-term contributions/commitment to MEDA, specifically focusing on the advancement of the economic development profession through support of education/training and/or by expanding the knowledge base of economic developers. The President's Award is presented to recognize volunteer work within MEDA. Finally, winners of the 6th Annual MEDA Marketing Materials Competition will be announced.

## Friday, August 26th

### 8:00 a.m. Registration Opens

### 8:30 a.m. – 9:45 a.m. Collaboration/Consolidation of Services

Looking at potential revenue-sharing reductions, communities in Michigan are being asked to consolidate services and collaborate like never before in order to save costs. Hear from communities of different sizes about their efforts with collaborating and consolidating services, challenges, successes and how this will effect economic development moving forward.

*Moderator: **Arnold Weinfeld**, Director, Strategic Initiatives and Federal Affairs, Michigan Municipal League*

*Speakers: **Jered Ottenwess**, City Manager, City of Ishpeming; **Mark Vanderpool**, City Manager, City of Sterling Heights; **Others TBD***

### 9:45 a.m. – 10:00 a.m. Networking Break

Browse exhibits, meet and greet, and learn about the programs and services provided by the Corporate, Gold, and Silver sponsors of the 2011 Annual Meeting.

### 10:00 a.m. – 11:00 a.m. Concurrent Sessions 2

#### >> The MORE Program

Created by entrepreneurs for entrepreneurs, the MORE Program provides rapid access to the ideas and resources needed to move new business forward. Using a web-based application called InsYght, entrepreneurs can enter their specific circumstances and receive a recommended process for meeting their needs. Find out how you can partner with The MORE Program to continuously improve this unique system of information.

***Ken Agacinski**, Executive Director, The MORE Program*

#### >> Reuse of GM Properties

Find out how remediation dollars are being used to rebuild vacant GM properties. Who is doing it, how are they doing it and what are plans for future developments?

***Bruce Rasher**, Redevelopment Manager, RACER Trust; **Valerie Hoag**, Vice President, Business Development, MEDC; **Janice Karcher**, Vice President, Economic Development, Genesee Regional Chamber of Commerce*

#### >> Urban/Rural Connections

Regional public markets are where urban and rural food system components connect, where improved relationships between producers, processors, distributors, retailers, waste managers, and consumers increase food system opportunity. Learn how Eastern Market, one of the nation's most comprehensive healthy metropolitan food hubs, is seeking to align urban and rural interests to strengthen Southeast Michigan's economy.

***Daniel Carmody**, President, Eastern Market Corporation*

### 11:00 a.m. – 12:00 p.m. Streamline of Local Permitting

Just like State regulatory practices, the local permitting process can also be slow and unpredictable. Hear what a couple of communities are doing to improve their local permit approval process.

***Landon Bartley**, Planner, City of Grand Rapids; **Kristen Claus**, EDC Director, City of Sault Ste. Marie*

### 12:00 p.m.

### Adjourn

## *make your Northern Michigan visit count*

**Shanty Creek Resorts** are "In the middle of everything Up North!"

Visit [ShantyCreek.com](http://ShantyCreek.com) and click **Creek Concierge** for local cities, shopping, restaurants, beaches and more!

When making your hotel reservation, ask about **extending your stay** (subject to availability) two days before or two days after the conference for the group rate.





# Thank You Sponsors

Please visit the booths of the Corporate, Gold and Silver sponsors throughout the Annual Meeting. Be sure to thank the Friends of MEDA as well.

## Corporate

~ Consumers Energy  
~ DTE Energy  
~ Indiana Michigan Power  
~ Michigan Economic Development Corporation

## Gold

~ Michigan Certified Development Corporation  
~ Michigan State Housing Development Authority

## Silver

~ AKT Peerless Environmental and Energy Services  
~ ASTI Environmental  
~ Clean Harbors Environmental Services  
~ Detroit Economic Growth Corp.  
~ Michigan Association of Realtors  
~ Oakland County, Economic Development and Community Affairs  
~ Warner, Norcross & Judd LLP

## Friends of MEDA

~ CSX Transportation, Inc.  
~ Fibertech, Inc.  
~ ITC Holdings  
~ Michigan Gas Utilities  
~ Michigan Railroads Association  
~ Norfolk Southern Corporation  
~ Public Sector Consultants  
~ Soil and Materials Engineers, Inc.  
~ Site Selection Magazine  
~ The Right Place, Inc.  
~ USDA Rural Development

## Co-Sponsors

~ International Council of Shopping Centers

## Thank You 2011 Annual Meeting Committee!

The following MEDA Members contributed their **time**, **energy** and **ideas** to the development of the Annual Meeting.

**Michelle Aniol**, Charter Township of Lyon

**Dale R. Benish**, Genesee Regional Chamber of Commerce

**Jeffrey A. Bolin**, Dragun Corporation

**Lee Brown**, City of Sault Ste. Marie DDA

**Doug Brown**, ASTI Environmental

**J. P. Buckingham**, Soil and Materials Engineers, Inc.

**Stephanie Carroll**, City of Auburn Hills

**Peter Fontana**, Norfolk Southern Corporation

**Nabelah Ghareeb**, The Children Center

**Monique Holliday-Bettie**, DTE Energy

**Marsha Madle**, CBSP, Meridian Township Economic Development Corporation

**Ara Topouzian**, City of Novi

**Scott Veldhuis**, Detroit Economic Growth Corp.

## other noteworthy items...

### hotel reservations due July 26th

**Lakeview Hotel and Conference Center** at Summit Village, Shanty Creek Resorts. See next page for reservation information.

**Important Note about Directions:** For most mapping software and GPS systems, you will want to use the following address to find Lakeview Hotel and Conference Center at Summit Village: 5820 Shanty Creek Road, Bellaire, MI 49615.



### the Annual Meeting is a perfect time to run for the Board of Directors

All MEDA Members will find a **Board of Directors Nomination Form** in their conference packet! Please read the qualifications and collect signatures if you would like to serve on MEDA's Board of Directors starting in 2012.



INTERNATIONAL  
ECONOMIC DEVELOPMENT  
COUNCIL

The 2011 Annual Meeting is recognized by the International Economic Development Council (IEDC) as a professional development event that counts toward the recertification of Certified Economic Developers (CEcD).



## SHANTY CREEK RESORTS

SUMMIT • SCHUSS • CEDAR RIVER

Michigan Economic Developers Association

August 23-26, 2011

22829

Reservations Must be Received By: July 26, 2011

### PLEASE RETURN THIS FORM BY MAIL OR FAX TO:

Reservations Department • Shanty Creek Resorts

5820 Shanty Creek Road • Bellaire, MI 49615

Fax: 231-533-7004

Check-in begins at 6pm, Check-out is 12pm

Name: \_\_\_\_\_

Address: \_\_\_\_\_ Home Phone: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Business Phone: \_\_\_\_\_

Confirmation Email: \_\_\_\_\_ Fax: \_\_\_\_\_

*You are welcome to arrive early or extend your stay following this scheduled event. At time specified accommodation are not available prior to or following your event. If the room type requested is not available, we reserve the right to assign the next available room type and rate.*

Arrival Date: \_\_\_\_\_ Departure Date: \_\_\_\_\_ # Adults: \_\_\_\_\_ # Children: \_\_\_\_\_

ROOM TYPE:	1 Adult	2 Adults	3 Adults	4 Adults
_____ Guest Room (2 Beds)	\$109	\$109	\$124	\$139
_____ Parlor Studio (King Bed)	\$129	\$129		

The above rates are Per Room, Per Day, plus 6% state tax, 9% resort fee and 5% local tax.

**If your organization is state tax exempt you must furnish a copy of the state tax exemption certificate when making your reservation.**

### THIS FORM MUST BE MAILED OR FAXED IN ORDER TO RECEIVE THE GROUP DISCOUNTED RATES.

Deposit policy: You must guarantee your room reservation with a major credit card or a check for deposit of 1st night's lodging. Credit card **WILL BE** charged for the above deposit. **Use of Debit cards at the resort for lodging or deposits may cause your financial institution to put a hold on your account for the total amount of the stay plus a \$50.00 per night incidental charge. The resort is not responsible for returned check fees resulting from this practice by your financial institution.** Refund of your deposit will be made if cancellation occurs at least 5 days prior to arrival, less a \$10 handling fee.

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

(If mailing a Check, Please Note on the Line Above.) Reservations will be held for 10 days pending receipt of the check. If credit card deposit is made and organization pays in full by check, refunds of credit card are subject to a \$10.00 handling fee.

Signature (Required): \_\_\_\_\_

Do you have any special lodging requests?

Barrier Free: \_\_\_\_\_ Other (please indicate): \_\_\_\_\_

We do our best to honor special requests, however we cannot guarantee them.

**For Questions or More Information, Please Call: 1-800-678-4111**

## registration form

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

### **O Conference Fee \$260 (MEDA Member)**

**O Conference Fee \$380 (Non-Member)** \$ \_\_\_\_\_

Membership rate also available to members of our co-sponsors, ICSC.

### **Additional Events to Attend for a Fee**

**O Board of Directors Reception \$20 (Tuesday)** \$ \_\_\_\_\_

**O Golf Outing \$85 (Wednesday)** \$ \_\_\_\_\_

### **Please indicate whether you will attend:**

**O Opening Reception (Wednesday)** included

**O Awards Banquet (Thursday)** included

### **Concurrent Session Attendance**

*(Please select one session for each timeframe.)*

#### **Thursday, August 25th, 2:45 p.m. - 3:45 p.m.**

**O Gardening with Angels**

**O Recovery Park**

**O Planting the Seeds for Michigan Agri-Business Growth**

#### **Friday, August 26th, 10:00 a.m. - 11:00 a.m.**

**O The MORE Program**

**O Reuse of GM Properties**

**O Urban/Rural Connections**

### **Guest Registration Form** *(spouses, children, etc.)*

Name \_\_\_\_\_

**O Board of Directors Reception \$20 (Tuesday)** \$ \_\_\_\_\_

**O Golf Outing \$85 (Wednesday)** \$ \_\_\_\_\_

**O Opening Reception \$45 (Wednesday)** \$ \_\_\_\_\_

**O Awards Banquet \$45 (Thursday)** \$ \_\_\_\_\_

**TOTAL** \$ \_\_\_\_\_

*One completed form is needed for each attendee and/or guest.*

*Please duplicate the form as needed for each participant.*

## registration information

The conference will take place at the Lakeview Hotel and Conference Center at Summit Village, Shanty Creek Resorts, 5820 Shanty Creek Road, Bellaire, MI 49615.

Registration includes the Conference Program, Opening Reception, Awards Banquet and all planned hotel meal functions.

Keep a copy of the registration form for your reference.

Send a copy of the registration form and a check or credit card information for conference and guest fees to MEDA. You may also call MEDA and pay using a Visa or MasterCard.

Michigan Economic Developers Association (MEDA)

P.O. Box 15096, Lansing, MI 48901-5096

Phone: 517-241-0011 • Fax: 517-241-0089

meda@medaweb.org

**Register online at [www.medaweb.org/annualmeeting](http://www.medaweb.org/annualmeeting)**

Please note that MEDA membership is individual and not organizational.

### **Registration Deadline**

The registration deadline is August 15th.

### **Conference Attire**

Attire for the Annual Meeting is business casual. Business casual attire consists of sports shirts and slacks or sweater or blouse, skirt with sweater or blouse. Please bring a light jacket or sweater.

### **Conference Cancellation Policy**

Individuals who need to cancel for the conference must do so in writing no later than August 16th to receive a full refund. Attendees cancelling later than this date will be subject to a \$75 fee. No refunds will be given after August 22nd or to attendees once the conference has begun.

### **Credit Card Form**

**O Visa O MasterCard**

Name \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Account # \_\_\_\_\_

Exp. Date \_\_\_\_\_ 3-Digit Security Code \_\_\_\_\_

Billing Address \_\_\_\_\_

\_\_\_\_\_



P.O. Box 15096  
Lansing, MI 48901-5096



## MEDA 2011 Annual Meeting

August 23, 24, 25, 26

*Lakeview Hotel and Conference Center at Summit Village, Shanty Creek Resorts,  
Bellaire, Michigan*

*[www.medaweb.org/annualmeeting](http://www.medaweb.org/annualmeeting)*

