



Michigan Association of Planning
2010 Spring Institute March 31 and April 1, 2010
Lansing Radisson Hotel

**Transforming the Michigan Mindset:
 Entrepreneurs as a Catalyst for Economic Development**



Michigan's *shift* from a manufacturing based economy to a service and knowledge based economy driven by **entrepreneurs** has left many in local government struggling to respond to the **new normal**. Community and economic development planners, elected and appointed land use decision makers, and business leaders must gain the **foundational** knowledge and innovative tools to effect *real change* at the local and regional level; change that will spur **investment**, attract innovators, encourage small business development, and create **jobs**. Attend Spring Institute to learn how to drive our local economic recovery.

Wednesday, March 31

Entrepreneur Friendly Places:

A full day of national perspectives and local experts
 8:00 a.m. - 4:30 p.m.

AICP CM Credits - 7 Master Citizen Planner CEU's - .7 (pending approval)

MAP Member: \$85 Non-member: \$115

Includes lunch, instruction, and refreshments.

Thursday, April 1

Entrepreneur Coaching Moving to Action :

An intensive half-day program of focused instruction
 8:00 a.m. - 1:30 p.m.

AICP CM Credits - 4.5 Master Citizen Planner CEU's - .45 (pending approval)

MAP Member: \$55 Non-member: \$85

Includes lunch, instruction, and refreshments.

BEST DEAL! Register for both days

MAP Member: \$130 Non-member: \$155

Reduced registration rate made possible by our generous sponsors:



AGENDA

March 31

8:00 a.m. - 8:30 a.m. Registration

8:30 a.m. - 10:00 a.m. Opening Program

Setting the Stage (CM 1.5)

Charles Ballard, Michigan State University

Leslie Smith, Michigan Economic Development Corporation, Business Acceleration Division

In order to return to prosperity, experts agree that Michigan must develop a diversified knowledge economy based on entrepreneurial activity and an innovative labor force. A top state economist and MEDC expert will share experience and strategy.

10:15 a.m. - 11:30 a.m. General Session

Economic Gardening: The Basics (CM 1.25)

Christine Hamilton Pennell, Growing Local Economies

We can no longer rely upon large corporations and manufacturing firms to rescue our economy, so we must grow it from within. Research shows that existing small, growth companies create the lion's share of new employment and revenues in our economy, so it makes sense to focus our development efforts on this group. What do these entrepreneurs need, and what systems can planners and economic development specialists advance to meet these needs? Economic gardening is one such entrepreneurial approach to economic development. It addresses the information, infrastructure, and strategic connections local entrepreneurs need to grow their enterprises and bring prosperity to the community.

11:45 a.m. - 1:00 p.m. Keynote Luncheon

Economic Development What Next? (1.25 CM)

Don Macke, RUPRI Center for Rural Entrepreneurship

Don Macke will draw on his team's extensive travels throughout North America to share specific stories of how communities from San Diego to tiny Mullen, Nebraska are growing better communities by supporting area entrepreneurs. Don will also share the building blocks of a comprehensive system of support for entrepreneurs.

1:15 p.m. - 2:45 p.m. Breakout Sessions

OPTION 1: Supporting Local Entrepreneurs as an Economic Development Strategy (1.5 CM)

Christine Hamilton Pennell, Growing Local Economies

Don Macke, RUPRI Center for Rural Entrepreneurship

During this joint breakout session Don and Christine will build on their earlier presentations and dig deeper into how communities and regions can organize themselves to grow a robust and sustainable entrepreneur support system. Don will share details on the Center's promising Entrepreneur Coaching Development Framework and Process, and Christine will share best practices of economic gardening programs across the country. Time will be set aside for questions and discussion.

OPTION 2: Building Blocks for Entrepreneurial Success: Linking financial, structural and physical supports (1.5 CM)

**Mike Finney, President and Chief Executive Officer of Ann Arbor Spark
Dr. David Spencer, Executive Director of the Oakland Macomb Incubator**

From the money (venture capital and micro loans), to the mechanicals (incubator space and technical support) to the municipal motivation (implementing changes to the "place" that attract and retain talent), connect the dots and create communities that embrace entrepreneurs.

3:00 p.m. - 4:30 p.m. Breakout Sessions

OPTION 1: Critical Tools for Economic Development (1.5 CM)

Gregg Cole, Lowe Foundation

YourEconomy.org (YE) Web site provides a unique perspective about business activity at local and national levels. Planners can use this extraordinary economic development tool to evaluate establishment level composition and growth, employee clustering (stages), commercial, noncommercial and resident employment identification (sectors), and to follow businesses and jobs as they are born, die, expand, contract, and move physical location, all "need to know" elements of an economic development strategy.

OPTION 2: Due Process and Why It Is Important to Planners

Dr. Richard Norton, Planning and Law Professor, University of Michigan

One of the most common claims litigants make against local communities is that the community has somehow violated due process in adopting or applying its regulations. What is due process, why is it important, and how can communities be sure to deploy their regulations in ways least likely to run afoul of due process problems? *This session meets the AICP Certification Maintenance credits for law.*

April 1

8:00 a.m. - 8:30 a.m. Registration

8:30 a.m. - 1:30 p.m. Instruction and Lunch

Entrepreneur Coaching Moving to Action (4.5 CM)

Don Macke, RUPRI Center for Rural Entrepreneurship

This intensive half-day program of hands-on instruction will explain how to prepare your community to support entrepreneurs. Every participant will receive the Center's Entrepreneur Coaching Guide.

AICP members, get an early start on your Certification Maintenance credits. Still working to obtain credits for the 2008-2009 reporting period? Don't miss SI 2010 for MAP's last opportunity for face to face instruction. The grace period to obtain/log CM credits ends April 30, 2010.



2010 Spring Institute Training

Registration Form (please complete one form per registrant)

Name _____

Affiliation _____

E-mail address (NOTE: Confirmation and directions will be sent via e-mail.) _____

Address _____

City _____

Zip code _____

Phone (with area code) _____

Fax number _____

If you are uncertain of your MAP membership status, or would like to join MAP and receive the member rates for this workshop, contact Sherrie Howard at showard@planningmi.org or (734) 913-2000 for details. Membership rates are \$60 per person or \$625 for a group of 12 through June 30, 2011.

All rates include a lunch and refreshments

Member rates (ONLY AVAILABLE TO MAP/APA MEMBERS):

- \$85 (\$105 after March 24) Wednesday, March 31: Entrepreneur Friendly Places
- \$55 (\$75 after March 24) Thursday, April 1: Entrepreneur Coaching, Moving to Action
- \$130 (\$150 after March 24) March 31 & April 1: Entrepreneurs as a Catalyst for Economic Development

Non-member rates:

- \$115 (\$145 after March 24) Wednesday, March 31: Entrepreneur Friendly Places
- \$85 (\$110 after March 24) Thursday, April 1: Entrepreneur Coaching, Moving to Action
- \$155 (\$180 after March 24) March 31 & April 1: Entrepreneurs as a Catalyst for Economic Development

Payment Information: (please select one)

Total Payment: _____ Today's Date: _____

- Invoice me Check enclosed (payable to MAP)
- Visa MasterCard

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