

Innovate Michigan! Summit Highlights Statewide Economic Development

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For Immediate Release

EAST LANSING, Mich. – Michigan State University will host a statewide summit for economic development and workforce development experts, entrepreneurs, business and government leaders, scholars, and students on Thursday, September 6 at the Kellogg Hotel and Conference Center in East Lansing.

Event attendees will share, identify, and discuss innovative ideas and practices for reinventing Michigan's economy.



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The Innovate Michigan! Summit is a first-time annual event created from a pioneering collaboration between the U.S. Department of Commerce and the MSU Center for Community and Economic Development that recently established the MSU EDA University Center for Regional Economic Innovation (REI). With a five-year, \$915,000 grant from the U.S. Economic Development Administration, REI established a statewide virtual network to generate new models, policies and practices to improve Michigan's economic future.

“The summit brings together a vast network of partners, and the sessions address the broad scope of the economic development challenges we face in Michigan as we transform from a manufacturing-based economy into a global knowledge economy,” says Rex LaMore, director of the MSU Center for Community and Economic Development.

REI focuses on fresh thinking and dynamic new strategies for changing or augmenting the tools and tactics utilized by professionals and entrepreneurs when implementing local, regional and statewide economic development.

“So much is changing so fast,” says project coordinator Jennifer Bruen. “We need to develop and share these ideas and strategies to better prepare the local communities, and give them a 21st century toolbox to improve their business climate.”

According to LaMore, the summit is designed to support those working on the front lines at local and regional levels throughout Michigan to spur economic development.

John Egelhaaf is the executive director of the Southwest Michigan Planning Commission, and a member of the REI Consultative Panel. “The summit presentations offer a mix of professional and academic knowledge, a blend that is very helpful for those of us working in our communities,” Egelhaaf says. “Because of our focus on sound planning and decision making to achieve sustainable growth and prosperity we value access to the most current data and information available.”

Alexander Walacavage is the inventor and owner of ProReactive LLC, a medical device manufacturing company located in the East Lansing Technology Innovation Center. He has been invited to present his invention at the event.

“One of the most beneficial reasons to attend the summit is to network with the speakers and attendees,” says Walacavage. “We worked with MSU biochemistry researchers on development of a next-generation respirator for medical, military and industry use, and now look to the Innovate Michigan! Summit so we can learn how to develop a sound business model and take the next steps forward with our product.”

The summit is a full day event with a variety of sessions ranging in topic from microenterprise development to innovative exporting practices. The keynote speaker is Christina Keller, a sustainability and international development expert from Cascade Engineering in the greater Grand Rapids area.

More information, including registration details and speaker information, is available at REI’s website, www.reicenter.org.

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The mission of the Michigan State University Center for Community and Economic Development is to advance MSU’s land-grant mission by creating, disseminating and applying knowledge to improve the quality of life in distressed communities.

Michigan State University has been advancing knowledge and transforming lives through innovative teaching, research and outreach for more than 150 years. MSU is known internationally as a major public university with global reach and extraordinary impact. Its 17 degree-granting colleges attract scholars worldwide who are interested in combining education with practical problem solving.

Media Advisory

Innovate Michigan! Summit

Hosted By: Michigan State EDA University Center for
Regional Economic Innovation

Date: Thursday, September 6, 2012

Where: Kellogg Hotel and Conference Center
219 South Harrison Road
East Lansing, Michigan 48824

Time: 8:30 a.m. – 4:30 p.m.

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FURTHER INFO:

See attached news release

*NOTE: Rex LaMore will be available for comment and interviews
at alternative times if media contacts are unable to attend
the event.