

## **Innovate Michigan! Summit highlights dynamic strategies for Michigan economic development**

*Cuban keynote speaker shares lessons from historic private enterprise zone currently piloted in Old Havana*

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### ***For Immediate Release***

EAST LANSING, Mich. – Those involved with moving Michigan’s economy forward will gather on Thursday, September 4 at the Innovate Michigan! Summit at the Kellogg Hotel and Conference Center on the campus of Michigan State University.

Leaders in local and state government, business and industry, and academic sectors join economic developers, entrepreneurs, investors, scholars, and students to share dynamic new strategies and fresh thinking on ideas, tools, models, and policies for bolstering Michigan’s economic growth.

The agenda includes presentations and sessions designed to support professionals working on the front lines of economic development at local and regional levels throughout Michigan.

Dr. Ayleen Robainas Barcia, the heritage architect with the Office of the City Historian of Havana, Cuba, will deliver a keynote address. She will discuss the historic private enterprise zone in Old Havana created by the Cuban National Assembly, and how it is helping to rebuild, revitalize, and preserve the Old Centre of Havana.

“This is a premier example of self-sufficient urban development with limited resources,” said Rex LaMore, director of the MSU Center for Community and Economic Development. “The lessons they are currently learning in Havana today are highly relevant to Michigan’s community revitalization efforts.”

The annual event continues the work supported by the U.S. Department of Commerce with the MSU Center for Community and Economic Development and the MSU EDA University Center for Regional Economic Innovation (REI). Funded by a five-year, \$915,000 grant from the U.S. Economic Development Administration, REI is growing a statewide virtual network to help generate new models, policies, and practices that will



### **University Outreach and Engagement**

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improve the economic future in Michigan.

REI supports the development and dissemination of innovative tools and strategies employed by professionals and entrepreneurs to use when implementing local, regional, and statewide economic development.

“We continue to build and grow a strong professional network throughout the state, and the Summit is a perfect opportunity to learn new approaches or ways of augmenting the tools and tactics necessary to implement local, regional, and statewide economic development,” said project coordinator Jennifer Bruen.

The Summit will present a summary of the past year’s work, with innovative speakers and presenters offering unique economic development strategies. Topics range from expanding economic literacy to research on the viability of a pop up business model in metropolitan Detroit to crowdfunding to youth entrepreneurship. The closing session features Michigan inventors and their inventions.

More information, including registration details and speaker information, is available at REI’s website, <http://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  
MSU Center for Community and Economic Development  
U.S. Department of Commerce, Economic Development Administration

Date: Thursday, September 4, 2014

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

Time: 9:00 a.m. – 4:30 p.m.

Keynote: 12:15 p.m. – Dr. Ayleen Robainas Barcia  
Dr. Robainas Barcia is an 18 year veteran of the Office of the City Historian of Havana, Cuba. She is a heritage architect participating in different national and international projects as a designer and consultant. Since April 2013, she has been the Executive Secretary of the Board of Monuments of Havana City.

The keynote address details the historic private enterprise zone currently piloted in Old Havana, and how it is helping to rebuild, revitalize, and preserve the Old Centre of Havana. As an example of self-sufficient urban development with limited resources, the lessons being learned in Havana today are highly relevant to Michigan's community revitalization efforts.

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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.