



TUESDAY, NOVEMBER 7TH AT THE LANSING CENTER

2017 Making It In Michigan

CONFERENCE AND MARKETPLACE TRADE SHOW

A DECADE OF CREATING OPPORTUNITY AND ACCELERATING INNOVATION

Educational Sessions

NOVEMBER 7, 2017

BREAKOUTS Overview

SESSION 1 10:00am -11:00am

SESSION 1 - Track 1 (Room TBD)

Working with a Distributor - When, Why and How?

Listen to and engage with a variety of food distribution companies based in Michigan who will outline their needs in order to distribute your products to the consumer who wants them.

SPEAKERS' PANEL: Kate Brent - Value Added Buyer, Cherry Capital Foods
Don Symonds - Director of Events & Trade Relations, Lipari Foods
Others To Be Scheduled

SESSION 1 - Track 2 (Room TBD)

Business Financing: Traditional to Equity Financing

Financing your business from start-up money to long-term strategy often requires reaching out to lenders, angel investors, venture capitalists and others. Learn about how these options work and when your company's finances might fit.

SPEAKER: Frank Gublo - Innovation Counselor, MSU Product Center

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SESSION 1 - Track 3 (Room TBD)

Social Entrepreneurship in the Agri-food Industry

Learn more about social entrepreneurship – what it is, how it works, and how businesses can create social change. Engage with a practicing Michigan social entrepreneur who supports farmers and her local food ecosystem.

SPEAKERS: Tom Lyons – Director, MSU Product Center
Kathy Sample – Co-founder, Argus Farm Stop

SESSION 1 - Track 4 (Room TBD)

MSU Food Processing and Innovation Center (FPIC)

Starting in January 2018, the Product Center will be managing the leasing of the FPIC to companies, for processing and producing food products. This location has flexible food processing options to create innovative products for exploring new markets. Come and learn about what this facility has to offer.

SPEAKER: Matt Birbeck – Director, FPIC, MSU Product Center

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SESSION 2 11:15am-12:15pm

SESSION 2 - Track 1 (Room TBD)

Knowing My Retailer - Are they really more different than alike?

From a panel of retail buyers, become more informed on how their requirements for retail selling should match up with your approach to garner more product sales.

SPEAKERS' PANEL: TBD

SESSION 2 - Track 2 (Room TBD)

Business Costs: A part of daily decision making - I need help!!

Business expenses are an on-going concern from product pricing to budgets and larger purchases. Learn what tools and technology can lighten the task and help you to manage these costs.

SPEAKER: Micah Loucks - Innovation Counselor, MSU Product Center
Kay Cummings - Innovation Counselor, MSU Product Center

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SESSION 2 - Track 3 (Room TBD)

FDA 2016 Nutrition Facts & Health Claims - What do I need to know?

With the release of the new Nutrition Facts panel last July and with the compliance dates set for 2018 or 2019, but recently suspended, come learn why, what's next and new. What influence, if any on the existing Health Claims will also be highlighted.

SPEAKER: Dianne Novak, RDN - Specialized Services, MSU Product Center

SESSION 2 - Track 4 (Room TBD)

Food Photography Know How for Sales

Selling food products is all about stimulating your customers' senses. Learn about food merchandising and food styling as the forerunner to the skills needed for food photography. Learn from the experts, so you too can take your own food photography and use these visuals for your product promotion in social media and other applications.

SPEAKERS: TBD

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SESSION 3 - Track 1 (Room TBD)

Marketing to Millennials

Millennials are now the largest demographic in the U.S. Marketing food products to this group presents some unique difficulties as well as opportunities. This session will outline aspects of millennials that make them unique as well as product attributes which appeal to them.

SPEAKERS: Bill Knudson - Product Economist, MSU Product Center
John Whims - AG Economist/Assistant Professor, AFRE, MSU

SESSION 3 - Track 2 (Room TBD)

Preparing for Sound Record Keeping

Business structure, accounting, and taxes are important business items that affect profitability in a food business. This presentation will review all of these in a helpful, practical manner.

SPEAKER: Roger Betz - Senior Extension Educator, Business Management, MSU Extension

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Open Space Discussion - Topics of the Day

Place your questions or topics of interest on the Open Space Wall Board for networking and informal discussions. Facilitators will monitor the activity throughout the day and coordinate the facilitation for inspiring and reflective comments from all who participate. Topics for discussion will be announced at the conclusion of lunch, before dismissal to afternoon sessions.

SPEAKER: Julie Pioch - District Coordinator, MSU Extension