



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 101)

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
Darrel Springett - President/Owner, Sunrise Foods
Don Symonds - Director of Events & Trade Relations, Lipari Foods

SESSION 1 - Track 2 (Room 201)

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 103)

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 – Owner, Argus Farm Stop – Ann Arbor

SESSION 1 - Track 4 (Room 203)

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 101)

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: Mariann Brown - Grocery Pricing Analyst/Multicultural Manager, Kroger
Mindy Hauge - Local Forager, Whole Foods
Neal Leese - Grocery Category Manager, SpartanNash
Emily Seger - Buyer Grocery, Meijer

SESSION 2 - Track 2 (Room 201)

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: Nick McCann - Value Chain Specialist, Michigan Good Food Fund,
Center for Regional Food Systems (CRFS)

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SESSION 2 - Track 3 (Room 103)

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 Coordinator, MSU Product Center

SESSION 2 - Track 4 (Room 203)

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: Carrie Postema - Graphic Designer / Marketing Consultant / Owner, Laminated Candy LLC
Wilson Sarkis - Photographer/Cinematographer,
Wilson Sarkis Photography & Cinematography Company
Birdie Sheridan - Michigan Food Stylist and Owner/President, Something Chocolate, LLC.

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SESSION 3 - Track 1 (Room 201)

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 Marketing Economist, MSU Product Center
John Whims - Agricultural Economist, MSU Product Center

SESSION 3 - Track 2 (Room 103)

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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SESSION 3 - Track 3 (Room 101)

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



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Speaker Biographies

Kate Brent

Value Added Buyer, Cherry Capital Foods

Kate Brent is a value added purchaser for Cherry Capital Foods (CCF). Kate's involvement in ethical, locally sourced food distribution began in 2011 with her family's company, Honey Boy Bob (HBB). In 2012, Kate managed all HBB operations and in 2013 sold the company to CCF. Kate left her successful sales position with CCF in 2016 and moved to her current position in purchasing. A 2006 graduate of Michigan State University, Kate resides in East Lansing with her husband Andrew and their cat, Duffy.

Darrel Springett

President/Owner, Sunrise Foods

Darrel has been the President/Owner of Sunrise Foods for twenty years. The company currently serves 150 supermarkets in Michigan with specialty foods primarily made in Michigan. Darrel's expertise comes with eighteen years of previous experience as a Sales and Marketing Executive at Spartan Stores, Inc. He is a graduate of Western Michigan University and majored in Business

Don Symonds

Director of Events & Trade Relations, Lipari Foods

Don has worked his entire life in the Supermarket Industry in a multitude of positions that have allowed him experiences in retail operations, wholesale sales and distribution and direct store distribution. Don started in the Supermarket Industry in 1968 as a bagger for Meijer Inc. in Lansing, Michigan. He continued with Meijer holding a variety of positions including Store Director positions in East Lansing, Michigan and Columbus, Ohio. Don then accepted employment with Spartan Stores of Grand Rapids, Michigan where he held positions as Retail Counselor, Merchandising Supervisor and Purchasing Manager. The position at Spartan Stores led Don to his current employment with Lipari Foods in Warren, Michigan where he has held position as Regional Sales Manager, Marketing Director and his current position as Event and Trade Relations Director. Don's variety of experiences has offered him the opportunity to view the supermarket industry from many different perspectives that aid him, as he designs programs and promotions that help retail customers meet their sales and marketing goals.

Don serves on the Board of Directors for the Michigan Grocers Association, Wisconsin Grocers Association and Illinois Food Retailers Association to assist these and other state agencies to address legislative issues that affect the food industry. In 2017, Don was awarded the Illinois Food Industry Vendor Leadership Award. Additionally, Don has this entrepreneurial spirit in his personal life, with being an inventor and inventing a patented solar swimming pool heater for his family fun business called Beluga Pool Solutions.

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Frank Gublo

Innovation Counselor, MSU Product Center

Frank Gublo has been a MSU Product Center counselor since 2006, and has helped over 300 Michigan entrepreneurs start businesses and launch new products.

Prior to coming to the Product Center, Frank was an agriculture banker at Wells Fargo. Frank has personally launched six businesses, all related to agriculture and the food industry. Frank's most recent venture is Green Collar Foods, an agriculture tech company that captures data from controlled environment agriculture facilities, using sensors and cloud computing technologies. Green Collar Foods is a growing company with current operations in Detroit, MI and Bridgeport, CT, with expansion planned in Flint, MI, Tallahassee, FL, Sheffield, Yorkshire, UK, and other locations in the US and Europe.

Frank earned an MBA from the DeVos Graduate School at Northwood University in Midland, MI and a Bachelors Degree in Agriculture and Resource Economics from the University of Maryland, College Park.

Tom Lyons

Director, MSU Product Center

Thomas S. Lyons is Professor of Agricultural, Food and Resource Economics and Director of the MSU Product Center, Food-Ag-Bio, in the College of Agriculture and Natural Resources at Michigan State University. His research specializations are the relationship between entrepreneurship and community economic development and social entrepreneurship. He is the co-author of eleven books and numerous articles and papers on these subjects, and has edited a three-volume set on social entrepreneurship (Social Entrepreneurship: How Businesses Can Transform Society, 2012).

He has also engaged in published research on wealth-building value chain coordinators and is currently a researcher in a USDA-funded project that explores multiple aspects of regional food networks. Lyons is the former Lawrence N. Field Family Chair in Entrepreneurship and Professor of Management in the Zicklin School of Business at Baruch College of the City University of New York, where he was also Principal Investigator of Baruch College's research team, which serves as Babson College's U.S. partner for the Global Entrepreneurship Monitor (GEM) Project. In 2011, Dr. Lyons received the Ted K. Bradshaw Outstanding Research Award from the Community Development Society. He holds a Ph.D. in Urban and Regional Planning from the University of Michigan, Ann Arbor.

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Kathy Sample

Owner, Argus Farm Stop - Ann Arbor

Kathy co-founded Argus Farm Stop in Ann Arbor, MI with her husband Bill in 2014, with the goal of growing the focus on and size of local food economy. Argus Farm Stop is a new retail model designed to grow local food availability by offering a year-round, every day venue for farmers to sell their locally grown products.

In August of 2017, Argus opened a second location, also in Ann Arbor. Kathy and Bill are currently working with over 20 individuals and groups to open similar models around the US.

Kathy has worked over the past 25 years in the chemical, medical gases and automotive industries, in marketing, strategy and business planning capacities on international projects. She started out as a chemical sales representative on the East Coast, worked in the medical gases business, and eventually moved back to Michigan to work in the automotive industry. Her responsibilities included helping to establish automotive joint ventures in China and elsewhere.

Kathy has a master's degree in business administration from the University of Michigan and a bachelor's degree in chemistry from Michigan State University. She and her husband, Bill Brinkerhoff, have 3 children, and have made Argus a family adventure.

Matt Birbeck

Director, FPIC, MSU Product Center

Matt Birbeck serves as director of the Food Processing and Innovation Center (FPIC). This real time turnkey facility is the newest addition to the MSU Product Center, allowing mid-sized and larger established companies to create new value added products for the marketplace, and explore new modern processes and consumer trends.

Birbeck joined the Product Center in 2005 as an innovation counselor working with startup ventures helping them with marketing, supply chain, and distribution issues. In 2012, he spearheaded and managed the Product Center's Accelerated Growth Services (AGS), serving larger established companies looking for strategic planning and project management to enable business expansion or new market opportunities. Birbeck's accomplishments and skills also include the creation of Michigan's premier yearly conference and trade show 'Making it in Michigan', major retail programs for supermarket chains, and developing industry relationships and financial investment for the center.

Before joining the MSU Product Center, Birbeck managed large scale farming operations and spent 10 years in Zambia as General Manager for Zambezi Ranching and Cropping Ltd growing large-scale commodity crops and export vegetables for European markets. Birbeck is a certified Kaufman FastTrack 'New Venture' business facilitator, HACCP trained project manager, Better Process Control School certified and strategic planning facilitator.

Professional interests include marketing creation and branding, business strategy and project management, as well as product development and implementation.

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Mariann Brown

Grocery Pricing Analyst/Multicultural Manager, Kroger

Mariann is in her 32nd year with the Kroger company. During this time, she has held various roles from Assistant Store Management, DSD Shrink Coordinator, Grocery and Drug/GM Pricing Analyst and Category Manager. While at the Columbus Division for Kroger, Mariann was the Pricing Analyst and then moved into the role of the Drug/GM Category Manager. With relocating to the corporate headquarters in Cincinnati, she became the Grocery Category Manager as defined, to include six commodities for the entire enterprise. Mariann's current role is the Grocery Pricing Analyst and Multicultural Manager for the Michigan Division.

Mindy Hauge

Local Forager, Whole Foods

Mindy started her career with Whole Foods Market eleven years ago making salads in the deli. She worked her way up to a management position in the store and then transitioned to the regional office. She worked as a category analyst for four years, evaluating product performance and determining shelf placement. In her current role as Local Forager, she works with small local suppliers in the Midwest looking to sell their product in Whole Foods Market.

Neal Leese

Grocery Category Manager, SpartanNash

Neal Leese has spent 27 years in the retail supermarket industry; spanning 13 years in retail operations and 14 years in data analytics, insights and category management roles. Along the way, Neal worked for D&W and Family Fare when they were independent chains; Meijer, and The Nielsen Company as onsite support for Meijer and Sears Holdings, and as a Senior Product Manager for Nielsen Answers Retail Edition. In his current position at SpartanNash, he has held merchandising analytics and insights leadership positions, and is now a dry grocery category manager. Neal manages shelf stable juices and drinks, aseptic beverages, powdered beverages, canned fish and meats, peanut butter, jelly, honey, dried fruit, pancake mixes and syrup, charcoal, canning supplies, fire logs and thawing and softener salts. Neal holds a BS degree in Biology, and an MBA from Grand Valley State University.

Emily Seger

Buyer Grocery, Meijer

Emily started her retail career at Meijer six years ago, shortly after receiving a Bachelor of Science degree in Food Industry Management from MSU. In that position, Emily was a Merchandise Associate in the Grocery department. Within Meijer, she then moved through various positions and categories in the Foods departments and into her current role as a Buyer. In this role, she oversees the Baking categories and is a perfect fit, since she loves to bake when she is not working.

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Nick McCann

Value Chain Specialist, Michigan Good Food Fund, Center for Regional Food Systems (CRFS)

Nick joined the team at CRFS in November of 2015. His statewide work focuses on the Michigan Good Food Fund. He holds an MS in Sustainable Agriculture and an MBA from Iowa State University. Prior to joining CRFS, Nick was a value chain specialist with Iowa State University Extension and Outreach. There he founded a food hub, worked on small meat plant process improvement, and provided technical assistance to small and midsize farmers. Nick has ten years of experience working on value chain development including sales, distribution/logistic, manufacturing, and general management.

Dianne Novak

Specialized Services Coordinator, MSU Product Center

As Specialized Services Coordinator, Novak provides coordination of a variety of services, which enables the client to move toward first-time launch, expand line of products/services or provide solution options to a newly developed product issue. The scope of services range from technical to supporting business growth through client/student experiences. Services are provided either by Product Center staff or MSU faculty subject experts.

The specific specialized services provided by Novak is the consultation and development of the Nutrition Facts panels for food products. Additionally, Novak directs the coordination of the food safety evaluation for food products as regulated by FDA and USDA, with assistance from a Process Authority. She also facilitates the linkage of clients with MSU capstone course in the School of Packaging, AFRE Department and Broad College of Business (The School of Hospitality Business). All special projects through specialized services are managed by Novak with various MSU departments and faculty experts that support the investigation of a particular product need, typically requiring testing and research for solution options. Novak also develops and trains clients/staff on pertinent technical areas of specialized services to foster client and services efficiencies for business progress and economic development.

Novak, a registered dietitian/nutritionist for over 30 years with registration credentialing from the Commission on Dietetic Registration, maintained through on-going professional development as reviewed by the Commission. Graduate of Eastern Michigan University (EMU) with a BS in General Dietetics and MS in Foods & Nutrition, with thesis research on Assessing the Attitude toward Nutrition, Belief System and Personal Health Goals of EMU Patrons and Non-patrons of Healthline (campus based wellness program). Professional organization membership includes the Academy of Nutrition and Dietetics, Michigan Academy of Nutrition and Dietetics and multiple districts throughout Michigan. Novak has served in leadership and on various professional boards on state and districts levels. Nationally, Novak is a member of Dietetic Practice Groups including Food and Culinary Professionals and Dietitians in Integrative and Functional Medicine. Before joining the Product Center, Novak worked in Extension as a project director for Was Not Want Not - Feeding the Hungry, Rural Economic Agriculture Partners and Nutrition Program. Previous to joining MSU, Novak was employed in Business & Industry for 20 years working in the foodservice distribution, food manufacturing and retail industries in the healthcare and consumer affairs sectors, with a focus on food, health, nutrition and wellness.

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Carrie Postema

Graphic Designer / Marketing Consultant / Owner, Laminated Candy LLC

Carrie graduated from Central Michigan University in 2000 with BAA in Graphic Communications. Her experience includes years of working on national brand such as Bush's Beans, Simply Orange, Dole, Purina and Arby's at award-winning Doner Advertising. Carrie started her company Laminated Candy more than 10 years ago that focuses on branding, packaging, marketing and advertising campaigns for a diverse range of clients. She is passionate about the creative process enjoys developing customized solutions for her clients' individual needs.

Wilson Sarkis

Photographer/Cinematographer, Wilson Sarkis Photography & Cinematography Company

Wilson began his career in 1986 with a vision for photography to look beyond the ordinary. In 1990, he had a desire to improve his career and studied at Winona University in Chicago. His company has continued to flourish and Wilson has been recognized as one of the most creative wedding photographers in the Detroit area. He has received many awards and dedications that he is honored to receive, including "Album of the Year" by the Detroit Professional Photography Association. In addition to his talent with photographing couples and weddings, he has expanded his portfolio by filming and photographing food and architecture.

Birdie Sheridan

Michigan Food Stylist and Owner/President, Something Chocolate, LLC.

Birdie is a food stylist and writer, recipe composer, designer, and producer, with a background in magazine editorial, advertising, public relations and marketing. For more than 25 years she has been an "original" regarding the art of food and its' presentation. Her experiences range from owning and operating a wholesale confectionary company to working in the gourmet-food sales industry. She is also a lecturer and cookbook contributor. Birdie has styled food, tables and sets for national publications such as Bon Appetit and People Magazine, along with numerous other publications. She has also partnered with The Food Network and other food-related accounts and has made countless television appearances that feature food and tabletop design.

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Bill Knudson

Product Marketing Economist, MSU Product Center

Bill Knudson is the product marketing economist with the Product Center for Agriculture and Natural Resources at Michigan State University, and has been at the Product Center since 2003. His primary responsibility is to conduct marketing research on topics that affect Michigan's agri food and natural resource industries. He also does work on energy and the bioeconomy. He also does economic impact studies and feasibility assessments.

While he does work in a wide range of areas his primary areas of focus are field crops and livestock sectors. He also analyzes market trends and the impact of macroeconomic forces on the agri food system. He has also conducted market analysis for local governments in West Michigan on industries that would best be able to use underutilized infrastructure.

Prior to his position at MSU, Bill was the agriculture, higher education and appropriations policy advisor for the Michigan Senate Majority Policy Office. He has a Ph.D. in Agricultural Economics from Michigan State University, and has a B.A. in Economics from Fresno State.

John Whims

Agricultural Economist, MSU Product Center

Dr. Whims is an Assistant Professor in AFRE working with the Product Center Food-Ag-Bio. Growing up in the shadows of Michigan State University, Whims received his B.S. degree in business from Greenville College, Greenville, Ill., his M.B.A. from Central Michigan University and his Ph.D. in Agricultural Economics from Michigan State University. Prior to joining the Product Center, he was an Economist and External Relations Director, of MSU's Office of International Research Collaboration within the International Studies and Programs unit from 2009 to 2013. From 1999 to 2009, he was a Senior Consultant in the consulting division of the firm Informa Economics (formerly known as Sparks Companies). Whims started with Informa Economics as a Senior Commodity Analyst (dairy industry) in 1996.

Dr. Whims is an economist with over 25 years of experience in the area of strategic planning and business development consulting in both the private and public sectors. He has been a consultant to Fortune 500 food and agriculture businesses, investment firms, and numerous federal, state and local government agencies. His work has involved some of the following activities: domestic and international economic development consulting regarding the evaluation of food value chains (marketing practices and efficiencies) analyses of agricultural and bioenergy markets (factors of supply, demand, and price relationships/forecasts); financial feasibility studies; macroeconomic and demographic analyses; the design and implementation of survey instruments; and the development of risk management hedge programs.

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Roger Betz

Senior Extension Educator, Business Management, MSU Extension

Roger has been with MSU Extension since 1982, with the last 28 years in Farm Management in Southern Michigan. He has developed, coordinated and delivered educational programs on estate planning and business succession. This assistance is further supported in the areas of farm business expansion, analysis and financial records. Roger has guided over 700 different farm families with financial feasibility studies for expansion or family transitions. Roger has also created decision tools for the Commodities Section of the USDA 2002, 2008, 2012 Farm Bills and delivered to statewide FSA affiliates. Annually, he assists 100 producers with income tax management saving \$1.5M per year. Currently, Roger is the point person for 150 farm operations enrolled in the MSUE Telfarm financial record system. He is also the Owner/Operator of a 900-acre cash crop farm.

Julie Pioch

District Coordinator, MSU Extension

Julie Pioch is the MSU Extension District 13 Coordinator. She started with MSU Extension in 1994 and has held many different positions. In the past she has served as a Program Assistant, an Educator and the Van Buren County Extension Director. MSU Extension program areas have included community and economic development, natural resources, food systems and entrepreneur development and a resource for local government officials in policy development and land use education.

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