

OCTOBER 7- 8, 2015  
HOUGHTON/HANCOCK  
MICHIGAN, USA

BREAKOUT SESSIONS IN  
LOCAL VENUES THROUGHOUT  
THE DOWNTOWNS



# Connecting Entrepreneurial Communities



**MICHIGAN STATE UNIVERSITY** | **Extension**

Join other like-minded community leaders to **learn** exciting concepts and resources, **share** best practices and fresh ideas, and **empower** ourselves and others to **grow** our local communities at the annual Connecting Entrepreneurial Communities (CEC) Conference.

With breakout sessions embedded in shops and venues throughout the downtown, the conference offers the unique opportunity to learn about and experience an entrepreneurial community.

We encourage you to invite your colleagues, coworkers, community leaders, entrepreneurs and stakeholders. Whether you work in economic development, arts and culture, government, philanthropy, the nonprofit sector or education, you have an important part to play in supporting local businesses and entrepreneurial development in our communities.

**Bookmark the MSU Extension CEC Website for more detailed information:** <http://msue.anr.msu.edu/program/info/cec>

*"Great time! Really enjoyed the way the conference allowed for people to engage with each other beyond the traditional conference set up. It was fun, real, and meaningful."*  
Conference Attendee

**Conference Time:** Wed. Oct. 7th, at 11:30 am thru Thurs. Oct. 8th at 12noon.

**Registration Fee:** \$85/person includes opening and closing lunch, Wednesday evening networking reception and dinner plus all the conference materials.

**Accommodations:** There are several area hotels/motels, B&B's and cabins in the area. For a complete list and room rates contact the Keweenaw Peninsula Chamber of Commerce @ [www.keweenaw.org](http://www.keweenaw.org) or 906-482-5240.

**Register here:**  
<http://events.anr.msu.edu/CEC2015/>

## What to expect:

Downtown Houghton/Hancock, Michigan; October 7-8, 2015

The conference begins in Houghton at "Dee Stadium" - the birthplace of professional hockey and ends in Hancock at the Finnish American Heritage Center. In between, enjoy 26 interesting sessions held in unique locations throughout the community and downtown; all within walking distance. Wednesday evening will be a fun networking reception/dinner aboard The Isle Royale Queen which will cruise along the channel between Houghton and Hancock. Plus, there are plenty of opportunities to network with others, learn best practices, and share your success stories. Truly "Connecting Entrepreneurial Communities".

## Keynote Speakers:

### Wednesday Kickoff Session



Keweenaw Brewing Company is the hops-induced vision of Dick Gray and Paul Boissevain. Dick, a Michigan Tech graduate was looking for a way to return to the Copper Country. Paul, meanwhile, was introduced to – and seduced by – the crystal clear waters of nearby Lake Superior, the beauty of the surrounding area, and the small-town charm of Houghton, Michigan. The two men, whose passion for beer runs as deep as Superior, are the driving force behind Keweenaw Brewing Company.



**Dick Gray, Co-Owner:**  
Keweenaw Brewing Company

### Thursday Closing Session



George "Stormy" Kromer was indeed a real person, born in 1876. George and his wife, Ida, created the first Kromer Cap in 1903 in Wisconsin. In 2001, after nearly 100 years in business, word got out that production was about to cease on the legendary Stormy Kromer cap. Bob Jacquart (owner of Jacquart Fabric Products in Ironwood, Michigan) heard the news, made a call to Milwaukee, and one month later, opened Stormy Kromer Mercantile in its new home in Ironwood. The company has expanded its line of merchandise to

include everything to wear and carry for both men and women. While they continue to come up with new designs and ideas, Stormy Kromer will always be hand-crafted in America.



**Bob Jacquart, CEO:** Jacquart Fabric Products  
& Stormy Kromer Mercantile

## Breakout Sessions:

View full breakout session descriptions online:

[http://msue.anr.msu.edu/program/cec/sessions\\_houghton](http://msue.anr.msu.edu/program/cec/sessions_houghton)

1. The Entrepreneurial Mindset
  2. Leveraging Cultural Heritage -International Connections
  3. Entrepreneurship Opp. through Natural Resource Enterprises
  4. Put on a Start-up Weekend in Your Community
  5. Entrepreneurship for Sustainable Communities
  6. The Business Cycle Doesn't Have To End In Death
  7. Why Not Youth Councils of Commerce?!
  8. The Price of Doing Business: Small Business Finances
  9. Adventure Tourism: Balancing Econ & Eco for UP Communities
  10. Placemaking and Successes from Marquette
  11. U.P. Food Exchange/Economic Success
  12. Generate Sturgis-Success Stories from an eTeam.
  13. Young Adult Migration Patterns: Factors that Attract and Repel
  14. Creating an Entrepreneurial Community
  15. Creating the Next Generation of Entrepreneurs
  16. Developing Community Youth Entrepreneurship Programs
  17. The Value of Young Professionals for Community Success
  18. Technology on Wheels - Mobile CNC Training Lab
  19. Michigan Tech Mind Trekkers
  20. Turning Corn into Cash
  21. Sense of Place-The Importance of Knowing your Story
  22. Wood Energy Districts and Cool Solutions
  23. Is Your Community Ready for Development?
  24. Geotourism in the Keweenaw
  25. Benchmark: Is your community E Ready?
- BONUS SESSION. Thursday Morning-60 Ideas in 60 Minutes**

Register here:

<http://events.anr.msu.edu/CEC2015/>

A special thanks to these local and state-wide organizations.



### Local Level Sponsors:



### Local Level Contributor:



For more info contact any CEC Planning Committee Member:

Andy Hayes (Chair).....[andy@northernlakes.net](mailto:andy@northernlakes.net)  
Kathy Jamieson.....[jamies13@anr.msu.edu](mailto:jamies13@anr.msu.edu)  
Diane Smith.....[dismith@anr.msu.edu](mailto:dismith@anr.msu.edu)  
Mark Thomas.....[mthomas@anr.msu.edu](mailto:mthomas@anr.msu.edu)  
Mark Hitchcock.....[hitchc27@anr.msu.edu](mailto:hitchc27@anr.msu.edu)  
Frank Gublo.....[gublofra@anr.msu.edu](mailto:gublofra@anr.msu.edu)  
Andy Northrop.....[northro5@anr.msu.edu](mailto:northro5@anr.msu.edu)  
Paul Werner.....[wernerp3@anr.msu.edu](mailto:wernerp3@anr.msu.edu)  
Kay Cummings.....[cummin13@anr.msu.edu](mailto:cummin13@anr.msu.edu)  
Cheryl Fahrner (H/H Team Chair).....[cheryl.fahrner@keweenaw.org](mailto:cheryl.fahrner@keweenaw.org)

MSU is an affirmative-action, equal opportunity employer. MSU Extension programs and materials are open to all without regard to race, color, gender, gender identity, religion, age, height, weight, disability, political beliefs, sexual orientation, marital status, family status or veteran status.