

**Connecting
Entrepreneurial
Communities**



In partnership with:



2019 Statewide Conference

Conference Guide

**October 1-2, 2019
Ludington, MI USA**



Welcome to Ludington!



Thank you for joining us at this year's state-wide Connecting Entrepreneurial Communities (CEC) conference. We're excited to have you with us, but more importantly we're excited about the enthusiasm you bring for entrepreneurship.

Ludington has been a great host partner. Please thank them for generously opening their community for this opportunity to explore and learn from one another, and their enthusiastic work in helping plan and implement this great conference.

We also welcome the Michigan Economic Development Corporation (MEDC) as a partner. The MEDC works tirelessly with communities and entrepreneurs to improve the business climate of our state. Their involvement has been outstanding!

By the end of this conference we hope you make new friends, catch up with old connections, and pick up exciting ideas that your team can implement in your community when you get home.

Michigan is a great state with a very bright future, made bright thanks to the efforts and commitment that entrepreneurs make each and every day. Let's all do what we can to help them be successful; our future depends on it!

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Keynote Speakers:

John Henderson

Former Mayor, City of Ludington
"Keeping the Big Picture in Mind"

Change is never easy and it often takes the right person to implement it. In 2001, John Henderson, a then 34-year-old county commissioner, was elected mayor of the City of Ludington by a narrow margin. His goal was to get the city moving again in a positive direction and make Ludington a fun place to live, work, and visit.

After officially taking office in January 2002, Henderson quickly set his sights on the revitalization of downtown Ludington as a top priority. His leadership, along with many other capable staff and partners kept pushing the boundaries, asked tough questions, and were never afraid to do the hard work.

Downtown Ludington's vitality today can be credited to the foundation set by the work Henderson did. Notable events like Friday Night Live and the New Year's Eve Ball Drop, centerpieces in the community such as the North James Street Plaza, and the development of the Downtown Ludington Board are just a few of the legacies Henderson left when his 12 years as Mayor came to a close due to term limits. His focus on building relationships, communication, and collaboration are the things he credits most to breaking down barriers and motivating people to work toward a common goal.



Brian & Megan Josefowicz

"Generational Family Business & Evolution"

Brian and Megan are proprietors of three anchor restaurants in Ludington— Sportsman's Restaurant, The Mitten Bar, and Barley & Rye.

Anne and Hoyt, Megan's grandparents, opened Irish Hoyt's in downtown Ludington in 1955. In 1980 Mike, their youngest son, took over as Anne and Hoyt retired. Nearly two decades later, Mike's wife Julie took the reigns and completed a total overhaul of the space. The renovation sealed its place within the community for years to come.

In November 2010, Megan and Brian converted the attached storefront into a first-of-its-kind craft beer bar. Which officially opened in June 2011 as The Mitten Bar: A Michigan Ideology, and has since received significant national exposure in various national publications.

In March 2013, the family purchased the adjacent building and created the Barley & Rye; the area's first cocktail and spirit bar offering a unique, fresh and casual menu.

During 2019 the businesses are undergoing another major renovation project in order to meet increased demand, combat a shrinking labor market, and streamline their restaurants by combining three kitchens and two cultures into one.

As the owners of three connected establishments on Ludington Avenue — Brian and Megan, continue to actively work on fostering a great "third place" where a community is able to gather and thrive.



MSU Extension – State-wide CEC Conference

Oct 1-2, 2019 Ludington, MI, USA

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Schedule “At-A-Glance”

Day 1 – Tuesday, Oct. 1

- 11:00am Registration Opens:
(Lake House, 704 Maritime Dr., Ludington)
- 11:30am Lunch (enjoy a box lunch inside or outside, meet other attendees)
- 12noon Opening Session: (Lake House, 704 Maritime Dr., Ludington, MI 49431)
- Welcome and get acquainted
 - Keynote speaker
- 1:00pm Travel (walk) to breakout sessions
- 1:30pm Breakout session 1
- 2:30pm Travel (walk) to breakout sessions
- 3:00pm Breakout session 2
- 4:00pm Travel (walk) to breakout sessions
- 4:30pm Breakout session 3
- 6:00pm Reception and Networking Event
(Lake House, 704 Maritime Dr., Ludington)

Day 2 – Wednesday, Oct 2

- 7:30 - 8:15am Breakfast:
(Ludington Area Center For the Arts, 107 S. Harrison St)
- 8:30am Warm-up, Wake-up, Idea Sharing! - 30 Ideas in 30 Minutes
- 9:00am Travel (walk) to breakout sessions
- 9:15am Breakout session 4
- 10am Travel (walk) to breakout sessions
- 10:15am Breakout session 5
- 11am Travel (walk) to closing session
- 11:15am Closing session Ludington Area Center For the Arts
(107 S. Harrison St.)
- Keynote Speaker
- Wrap-up, Evaluations
- 12noon Adjourn

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CEC Team Members

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Ludington Community Development

Kristen Smith
Ludington/Scottville Area Chamber/CVB

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Local Planning Team “Rock Stars!” (Future Album Cover)

Visit the **CEC Website** to see photos & breakout session presentations from this and past conferences

<http://msue.anr.msu.edu/program/info/cec>

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