

11.17.10

It all starts with

A Featured Event of Global Entrepreneurship Week/USA



Michigan Emerging Press Kit:

Event Overview:

Michigan Emerging intends to be the catalyst that brings all that is happening into focus in one space — a non-political, cross-industry, annual event that provides a platform for celebrating the achievements of our great state. The day will begin with a keynote message that highlights all the opportunities available. Breakout sessions will follow that focus on the top emerging sectors for 2010, what is coming, what needs to happen, how you can become involved. The curriculum has been designed to inform and enable those involved in this evolution. The day will finish with an awards ceremony recognizing and celebrating individuals and companies that are leading the charge and succeeding.

Story Angles:

1. Comprehensive initiative to unite Michigan efforts to develop emerging business sectors
2. Featured event for Global Entrepreneurship Week/USA
3. Spotlight the companies and individuals who are making an effort in Michigan
 1. 100 start up/small business expo
 2. Five company demonstrations in demo pit
4. Michigan is an early indicator state, and these are the industry sectors that are thriving – (Representatives from these sectors will be presenting at the event)
 - a. Life Sciences
 - b. Alternative Energy
 - c. Advanced Manufacturing
 - d. Homeland Security & Defense
 - e. Arts & Culture
 - f. IT/Computer Sciences
5. Positive Action in Michigan – It all starts with M.E.
 1. Adopt an Entrepreneur – Michigan based corporations sponsor entrepreneurs at the event
 2. One day. One Room. One Michigan.

People Available for Interviews:

- Event Founders:
 - Jan and Marshall Rice – Formerly of MichiganMall.com
 - Rob and Tracy-Ann Palmer – ARZIKA, LLC
- Executive Board Members:
 - Terry Cross, Windward Associates
 - Thomas Anderson, Phd., Automation Alley
 - LeAnn Auer, Michigan Venture Capital Association
 - Gary Baker, Formerly with Gale/Cengage

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- Charles P. Barnes, Colliers International
 - David Behen, InfoReady Corporation
 - Richard E. Blouse Jr., Global Perspectives LLC
 - Diane Durance, Great Lakes Entrepreneurs Quest
 - Larry Eiler, Eiler Communications
 - Chris Holman, Lansing Business Monthly
 - Judy M. Johncox, TechTown
 - Jason Lambiris, Apex Digital Solutions
 - Carol Lopucki, MI-SBTDC
 - Dr. David Mielke, Eastern Michigan University
 - Bob Metzger, Michigan's Next Great Companies
 - Mike Mosallum, Film Initiatives of Wayne County
 - Doug Neal, University of Michigan
 - Jayson Pankin, Delphi Technologies Inc
 - Kenneth Rogers, Automation Alley
 - Amanda Ross, Stunning Creativity
 - Skip Simms, Ann Arbor SPARK
 - Jeff Stoltman, Wayne State University
 - Richard Temkin, US Small Business Administration
- Speakers:
 - Mike Finney, President & CEO – Ann Arbor SPARK
 - Rishi Jaitly, Founder & President – Michigan Corps
 - Tom Porter, General Partner – Trillium Ventures
 - Kevin Lasser, President – Michigan Homeland Security Consortium
 - Gerry Zack, President – U.S. Renewable Energy Association
 - Michelle Crumm, Co-founder & Chief Business Officer – Adaptive Materials, Inc.
 - Bryan K. Ritchie, Co- Director – Michigan Center for Innovation and Economic Prosperity
 - Keith Cooley, Former CEO – Next Energy
 - Rob Fowler, President & CEO – Small Business Association of Michigan
 - Mark Clevey, Program Manager – Blackstone Launch Pad
 - Mary Curado, CEO & President – American Society of Employers
 - Terry Cross, Founder – Windward Associates
 - Jody Vanderwel, President – Grand Angels
 - Mahendra Ramsinghani, Managing Director – First Step Fund

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- Ryan Waddington, Managing Director – Huron River Venures
- Michael Baird, CMO & Communications Officer– Girl Scouts of America of Southeastern Michigan
- Catherin Juon, Catalyst & Co-founder, Pure Visibility
- Mark Symonds, CEO & President – Plex Systems
- Dan Keelan, Senior Business Manager – i3Logic
- Simon Perazza, Director of Constituent Relations – ArtServe Michigan
- Brian Boyle, Publisher – Issue Media Group
- Todd McCracken, President – National Small Business Association

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This event is produced by Arzika, LLC, an experiential marketing company, in partnership with Jan and Marshall Rice.

To learn more about Arzika, please visit www.arzika.com.

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