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**FOR IMMEDIATE RELEASE**

**The Best Entrepreneurial Minds and Business Leaders  
Speak Up for Michigan at Michigan Emerging 2010**

**Michigan (Tuesday, October 4, 2010)** - Michigan Emerging, a conference designed to connect and illuminate innovators and entrepreneurs, has recently signed their speakers and set day's agenda. The speakers, all experts in their individual spheres, will share their knowledge and success stories during the November 17<sup>th</sup> conference. Michigan Emerging will be held at the Ford Conference and Event Center in Dearborn, MI from 9am-7pm. Tickets are \$20 online until November 10th and \$40 at the door.

The founders of the conference Jan and Marshall Rice along with Rob Palmer believe in bringing together the community and have specifically built the conference around connecting others with strategic networking sessions. Alternative business opportunities and learning components will draw crowds and spur the interest of the various communities within Michigan. Michigan Emerging will to bring together innovative minds from academia and business, and aspiring leaders from growing industries in Michigan to impact the economy and revive Michigan's ability to compete on the national level, successfully.

- 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
- Dr. Roger Newton, President & CEO – Esperion Therapeutics
- Michelle Crumm, Co-founder & Chief Business Officer – Adaptive Materials, Inc.
- Bhushan Kulkarni, Chairman – GDI Infotech
- 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
- Ryan Waddington, Managing Director – Huron River Ventures
- Michael Flanagan, Capital Markets Development Team Leader – Michigan Economic Development Corporation
- 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
- Chris Stark, Detroit Territory Leader, Kelly Services
- Rebecca Salminen Witt, President – Greening of Detroit
- Todd McCracken, President – National Small Business Association

“It is a distinct honor and privilege to be part of Michigan Emerging” said Terry Cross, Founder of Windward Associates as well as a Presenter and Chairman of The Michigan Emerging Executive Board. “This event is bringing together many of Michigan’s most interesting, valuable, and talented human resources through its speakers and entrepreneurial presenters to share their ideas with our attendees. The entrepreneurial ecosystem is literally exploding with new opportunities, demonstrating once again the intelligence of its workforce and the strength of its support system. It’s Michigan’s new normal, the mitten is street smart and market ready.”

There are several ways to still get involved with Michigan Emerging from exhibiting your business to sponsoring opportunities to simply registering to attend the conference. For more information on Michigan Emerging, visit [www.michiganemerging.com](http://www.michiganemerging.com) or call 248.275.1337.

Take an active role —help spread the word through social media on twitter @MIEmerging and join the Michigan Emerging groups on Facebook and LinkedIn.

Michigan Emerging, once known as the Celebrate Michigan Expo, is being produce by Arzika in conjunction with Jan and Marshall Rice formerly from MichiganMall.com. Arzika provides executive

event, experiential marketing and event management services designed to build and maintain brand recognition and audience engagement. For more information on Arzika please visit [www.arzika.com](http://www.arzika.com).

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**About ARZIKA**

ARZIKA, LLC provides executive event, experiential marketing and event management services designed to build and maintain brand recognition and audience engagement. Founded in 2005, our team is devoted to equipping our clients with customized event marketing strategies aimed at delivering key decision makers, accelerated revenue opportunities and customer retention. As a part of Arzika's services we offer: speaker acquisition, marketing & graphic design, executive forums and delegate outreach. Arzika executes with innovation, integrity and excellence. To contact Arzika call 248-275-1337 or visit online at [www.arzika.com](http://www.arzika.com).

**FOR MEDIA ONLY:**

All speakers are available for interviews. Please contact Amanda Bate at 248-431-2221 or [amandab@arzika.com](mailto:amandab@arzika.com) to schedule an interview.