



Julian Samora Research Institute

MI Latino/a Statewide Summit 2015

**“Building a Business Ecosystem for
Latino/a Entrepreneurs in Michigan”**

**Friday, August 21, 2015
Kellogg Center
East Lansing, MI**



Program

Lincoln Rm

7:30 AM Registration and Continental Breakfast

- 8:30 “Welcome and Overview”
Rubén Martínez, Director, Julian Samora Research
Institute, Michigan State University
- 9:00 “The Latino Economic Development Initiative and the Regional
Economic Innovation Network”
John Melcher, Associate Director, Center for Community
and Economic Development, Michigan State
University
- 9:30 “Latinos Business Challenges and Opportunities: What We See”
Jorge González, Executive Director, West Michigan
Hispanic Chamber of Commerce

Camilo Suero, Executive Director, Michigan Hispanic
Chamber of Commerce

10:00 Break

- 10:15 “Venture Development in Food and Agriculture”
Chris Peterson, Director, Product Center, Michigan State
University
- 10:45 “Ideation to Implementation: Tools to Reshape your Business
Model”
Ken Szymusiak, Managing Director, Institute for
Entrepreneurship & Innovation – MSU Broad
College of Business
- 11:15 “Learning to Grow Strategically”
Sean Gray-Lewis, Director, Business Support Services
Goldman Sachs 10,000 Small Businesses,
Wayne State University

11:45 Break

12:00 PM Lunch
Rm Big Ten B

12:25 “Doing Business with Michigan State University”
 Roger Somerville, Assistant Director, Procurement,
 Michigan State University

12:30 “Latino Business Development and Innovation: Lessons from
Yesterday for Today”
 Mario Hernández, Vice President and Chief Operating
 Officer, Latino Economic Development Center
 of Minnesota

1:15 Break

1:30 “Preparing for and Contracting with Large Firms”
 Raúl Soto, Chief Diversity Officer, Rush Group

 Armando Ojeda, President & CEO, Cadena, Inc.

2:15 “Building Ties for Maximum Impact”
 Carlos Sánchez, Director, Latino Business and Economic
 Development Center, Ferris State University

2:45 Break

3:00 “Latino Community Empowerment: Leveraging Latino business
growth and investment”
 Roberto Torres, Executive Director, Hispanic Center of
 Western Michigan

3:45 Concluding Remarks
 Rubén Martínez, Director, Julian Samora Research
 Institute, Michigan State University

4:00PM Adjournment

The Julian Samora Research Institute is committed to the generation, transmission, and application of knowledge to serve the needs of Latino communities in Michigan, the Midwest, and the nation.

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