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 Martinez, 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

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 Martinez, 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.

Sponsored by:

Michigan Chamber of Commerce

Michigan State University Office for Inclusion and Intercultural Initiatives

MI ALMA Michigan Alliance of Latinos Moving Toward Advancement

Ferris State University Latino Business and Economic Development Center

Michigan State University University Outreach and Engagement Center for Community and Economic Development