



## SCHEDULE | JUNE 25, 2019

9:00am to 9:30am	Registration at Bay College -West Campus   Coffee provided by Contrast Coffee			
9:30am to 10:00am	Welcome Message - Fornetti Hall			
10:00am to 10:30am	Keynote Speaker: Adam Holroyd, Owner of Contrast Coffee			
10:30am to 10:45am	Travel to IM Downtown for first session			
TRACK NAME	Downtown Development and Placemaking in Tourism	Tourism Marketing and Promotion	MSUE Programming for Communities & Tourism	Engaging Youth & Community Members
	LOCATION Contrast Coffee* 1201 Carpenter Ave	LOCATION The Braumart Theater 106 East B St.	LOCATION Pistol Crossfit** 1014 River Ave	LOCATION Dickinson County Library 401 Iron Mountain St.
10:45am to 11:15am	[ SESSION 1 ] <b>Village of L'Anse DDA</b> Speaker: Bob LaFave	[ SESSION 1 ] <b>Visit Escanaba</b> Speaker: Robert Micheau	[ SESSION 1 ] <b>MSUE FIT Program</b> Speaker: Will Cronin	[ SESSION 1 ] <b>LIVE LIFE Iron County Youth &amp; Young Professionals</b> Speaker: Amy Nosal and Neil Klemme
11:15am to 11:30am	BREAK / TRAVEL TIME TO SESSION 2			
11:30am to 12:00pm	[ SESSION 2 ] <b>Placemaking and Downtown Development</b> Speaker: Brad Neumann	[ SESSION 2 ] <b>Community Collaborative Marketing for a Larger Impact</b> Speaker: Amy Nosal	[ SESSION 2 ] <b>Branding Rural Communities - Ideas and Process</b> Speaker: Will Cronin	[ SESSION 2 ] <b>Power of Words Project Murals</b> Speaker: Mia Tavonatti
12:00pm to 1:00pm	LUNCH BREAK : REFER TO " IM DOWNTOWN EAT, DRINK, & SHOP LIST"			
12:30pm to 1:50pm	POWER OF WORDS PROJECT MURALS WALKING TOUR LEAD BY MIA TAVONATTI			
1:00pm to 1:30pm	[ SESSION 3 ] <b>Contrast Coffee in the Community</b> Speaker: Adam Holroyd	[ SESSION 3 ] <b>The Power of a Rebrand &amp; Marketing</b> Speaker: Paula Craven	[ SESSION 3 ] <b>Local Food as an Economic Driver</b> Speaker: Parker Jones and Garrett Ziegler	[ SESSION 3 ] <b>The Power of Youth in Your Community</b> Speaker: Brian Wibby
1:30pm to 2:00pm	BREAK / TRAVEL TIME TO SESSION 4   POWP MURAL WALKING TOUR			
1:30-1:50pm	POWER OF WORDS PROJECT MURALS WALKING TOUR LEAD BY MIA TAVONATTI			
2:00pm to 2:30pm	[ SESSION 4 ] <b>True North Outpost</b> Speaker: Evan Blagec	[ SESSION 4 ] <b>Dickinson Trail Network</b> Speaker: Chad Susott	[ SESSION 4 ] <b>Downtown Beautification by Master Gardeners</b> Speaker: Rebecca Krans, Liz Slajus, & Houghton Co.	[ SESSION 4 ] <b>World / Global Youth Initiatives, Expanding Youth Opportunities</b> Speaker: Brian Wibby
2:30pm to 3:00pm	BREAK / TRAVEL BACK TO BAY COLLEGE			
3:00pm to 3:30pm	Closing Key Note Speaker: Paul Putnam, District 1 Director of MSUE			