

FREE TRAINING ON PLACEMAKING, THE GREEN ECONOMY, AND REGIONAL STRATEGIC GROWTH IN THE CONTEXT OF THE GLOBAL NEW ECONOMY

The Michigan Department of Energy, Labor & Economic Growth and the Michigan Economic Development Corporation, are proud partners with Michigan State University and the state of Michigan and other stakeholder groups on a series of 100 free training programs being offered between April 19th and June 16th across the state. These programs are designed to help those you serve and the region you are in to better compete in the global New Economy. There are three levels of programs:

- NE 101 -- ***Fundamentals of the New Economy*** for anyone with an interest in how Michigan got into its current economic circumstance, and what it will take to get out. 2 hours.
- NE 201 – ***Place-Based Regional Economic Planning*** for those that attended NE 101, professionals and representatives of key stakeholders who want to learn how to develop regional economic development strategies that are based on unique place-based assets. 4 hours.
- NE 301 – ***Strategies to Bridge the Gap*** for those that attended NE 101 and 201, and planning and economic development professionals who value training on underutilized economic analysis tools and how to apply them to concrete actions we need to take locally and regionally to improve prosperity in Michigan. 6 hours.

On-line registration is available at www.landpolicy.msu.edu/MPI/. For a press release on the larger initiative that these training programs are a part of, visit <http://news.msu.edu/story/7618/>.

The MSU Land Policy Institute (LPI) is preparing these training programs and Dr. Soji Adelaja, Director of the LPI reports the following:

“As economic development professionals and business leaders you have probably watched the economic transformation of much of the world from the Old Economy to the global New Economy. You may have had no small amount of envy and chagrin that Michigan’s communities were not fully sharing in the economic benefits of that global transformation. We have captured the essence of those global economic changes and linked them to Michigan’s key assets as well as a baker’s dozen set of ideas for accelerating Michigan’s efforts to restore prosperity across the state. These concepts are incorporated in our 2-hour NE 101 class. The NE 201 (4-hours) and NE 301 (6-hours) programs go the next step. Each is more challenging and puts participants through the process of generating regional placemaking strategies and showing how to connect them to the Green Economy and unique assets of each region. There are training opportunities close to where you live, and with no registration fee, you will have a chance to rub shoulders with representatives of governmental units, the local business community, local nonprofit leaders and learn more about how by working together to develop targeted regional economic development strategies,

we can more quickly return Michigan to prosperity. We hope you will sign up soon and attend a location that is most convenient for you.”

Who should go?

- We recommend all economic development professionals and business and tourism professionals should attend all three programs.
- Every businessperson considering competing in the global New Economy should attend.

Note that other key local leaders from business, local government and nonprofit organizations will be encouraged to attend these programs by one of the other project partners.

Handouts

In order to offer all the programs for free, handouts will not be printed in advance, except for those that chose to pay separately for them. All handouts will be available to download for free however, to those who have registered for the program.

Michigan Prosperity Initiative Partners

Michigan Dept. of Energy, Labor & Economic Growth; Michigan Economic Development Corporation; Michigan Association of Regions (and the individual regional planning commissions); Michigan Association of Planning; Michigan Municipal League; Michigan Townships Association; MSU Extension; MSU Land Policy Institute; MSU Citizen Planner Program; Planning & Zoning Center at MSU; and other local partners.

Don't Delay—Register Today!

You must preregister to be guaranteed a seat. Because the potential audience is so large and the programs are free, even with 100 training programs we expect most locations to fill up fast; so don't delay—register online today at www.landpolicy.msu.edu/MPI/ , or by calling 517-432-8800, or 877-436-0002, extn. 100. You can also register through a county Extension office. If a facility approaches capacity from advance registrations, we will let people who preregistered in before people who come and register at the door.