



**MEDA LEADING THE WAY
TO INNOVATION**
2011 Spring Conference
April 27- 29, 2011



Hosted by:

[Online Registration](#)

- ⇒ **Pre-Conference and Conference Location:** Holiday Inn Bozeman, 5 Baxter Lane, Bozeman, MT
- ⇒ **Lodging:** Call 406-587-4561 to make reservations at the Holiday Inn Bozeman by April 19. Refer to the letters **MDA** to receive the group room rate of \$85.
- ⇒ **Attendee Options:** Pre-Conference Training and Entire Conference \$99; Professional Development Trainings Only \$35 both sessions or \$25 each; MEDA Conference Only \$65 for MEDA Members, \$115 Non-Members; Thursday Afternoon and Reception Only \$45; Friday Only \$35.

Pre-Conference: **MEDA PROFESSIONAL DEVELOPMENT: MARKETING**
SPONSORED BY PPL MONTANA [See Flyer for More Details](#)



Wednesday, April 27 Jefferson Room

12:30 – 5:00 pm: ERIC CANADA: Marketing for Results!

Marketing results are driven by what happens before promotion, not fancy graphics, colors, or the theme of the day. Marketing for Results! speaks to the essence of marketing. The tactics change, the messages change as the suspect/prospect moves through the game. Participants will learn the three stages of marketing, successful marketing strategies, messages that work, NO/LOW budget marketing, marketing materials, and 14 fabulous tricks.

Thursday, April 28 Jefferson Room

7:30am – 11:00 am: ERIC CANADA: Positioning and Marketing the Economic Development Organization

Economic development competes for investment and resources directly and indirectly with a host of important priorities. Results depend on marketing. The missing link in internal (within the community) marketing is differentiation and positioning. You will learn differentiation strategies, how to position your organization, and metrics for success.

11:00am – Noon: [Three Tour Options](#) for those participating in Professional Development Training (As of April 23, Only the Airport Tour has openings.)

MEDA LEADING THE WAY TO INNOVATION: DAY 1

Thursday, April 28



8:30 am – Noon:

REGISTRATION

Registration table open all morning & continuously staffed throughout the conference.

12:15 – 12:30 pm:

KICKOFF LUNCHEON – MSU Rooms

Greetings from Bozeman Mayor Jeff Krauss, Montana’s Congressional Delegation and MEDA President Jim Davison

12:30 – 1:00 pm:

INNOVATION AT WORK IN MONTANA

- Evan Barrett, Governor’s Office of Economic Development
- GOED Recruitment Database Update

1:00 – 1:30 pm:

INNOVATION WITHIN MONTANA DEPARTMENT OF COMMERCE

Dore Schwinden, MT Dept. of Commerce

1:30 – 1:45 pm: BREAK – Move to Gallatin Room

**1:45 – 2:45 pm: KEYNOTE: MSU PRESIDENT WADED CRUZADO
THE INNOVATIVE POWER OF MSU**
The economic impact of Montana State University is undeniable, and its contributions to innovation are helping the state prosper.



KEYNOTE: DR. WADED CRUZADO

Dr. Waded Cruzado officially took office as President of Montana State University on Jan. 4, 2010. She is the first woman and the first minority to serve as a university president in the state of Montana. Prior to coming to MSU, Dr. Cruzado served as Executive Vice President and Provost at New Mexico State University. Since her arrival at MSU, Dr. Cruzado has focused on 2-year education and distance learning, integrating MSU’s four campuses into One University, and student retention.

2:45 – 3:00 pm: BREAK

3:00 – 4:15 pm: MEDA INNOVATION: LEADING THE WAY
Steve Arveschoug, Big Sky EDA; Chair MEDA Innovative Working Group
3:00 – 3:20pm MEDA Innovative Working Group Interns share research findings
3:20 -4:15pm MEDA Members provide input on Leading the Way to Innovation

4:15 – 4:45 pm: TOOLS FOR INNOVATION: MTIP RESOURCES
John Balsam, John Balsam Associates; Christine Bell, MDOC/MTIP
Tech-based businesses require substantial amounts of R&D funding before their technologies are ready for angel and venture capital consideration. This presentation informs economic developers of how their tech-based clients can obtain the seed capital needed to move their technologies from concept to commercialization.

4:45 – 6:00 pm: NETWORKING RECEPTION – MSU Rooms
Meet with program managers from a host of agencies: USDA/RD, MDOC, MDOT and many more. Enjoy finger-goods and catching up with colleagues.

MEDA LEADING THE WAY TO INNOVATION: DAY 2

Friday, April 29



7:15 – 8:10 am: WORKING GROUP BREAKFAST – Jefferson Room
Join your working group colleagues for breakfast and use the time to collaborate on your respective topics.

8:15 – 9:00 am: PETE ROOS, BRIDGER PHOTONICS – Gallatin Room
Prospera Business Network Innovator of the Year will share his company’s story and what it takes to operate a business outside-of-the-box.

9:00 – 9:15 am: BREAK

9:15 – 11:45 am: MEDA ANNUAL MEETING
9:15 – 9:30 am: Election of Board and Officers
9:30 – 9:40 am: Scholarship Committee
9:40 – 9:50 am: Prof. Development Committee
10:00 – 10:30 am: Working Group Updates/Comment
10:30 – 11:15 am: Legislative Outcomes – Andy Poole and Rick Edwards
11:15 – 11:45 am: MEDA Members: Share Your Thoughts

11:45 am – Noon: EVALUATIONS AND CLOSING – 2011 MEDA PRESIDENT

Thanks to our 2011 MEDA Spring Agenda Committee:

Stuart Leidner, Maria Kappes of Prospera Business Network; Kellie Danielson, Montana West Economic Development; Brenda Sorensen, MT USDA/RD; Tracy McIntyre, Eureka Rural Development Partners; Jim Davison, Headwaters RC&D and Anaconda Local Development; Andy Poole and Karyl Tobel, Montana Department of Commerce; Paul Lachapelle, MSU Bozeman; Debbie Berg, Bozeman Job Service; Chris Kukulski, Bozeman City Manager; Brit Fontenot, City of Bozeman Economic Development Liaison and Ed Meece, Livingston City Manager.

THANKS TO OUR GENEROUS SPONSORS:

