

SISU AT NMU & INNOVATE MARQUETTE

INNOVATION WEEK

FEB 21-23.2024

*Cultivating a community of
changemakers*

 MARQUETTE, MICHIGAN

A NOTE FROM THE CONFERENCE COMMITTEE

Hello! (Boozhoo!)

SISU The Innovation Institute at Northern Michigan University and Innovate Marquette are truly proud to be co-hosting the inaugural Innovation Week. We especially want to thank our sponsors, keynote speakers, innovation quest thought leaders, and all of you for your participation this year. We truly hope you enjoy this experience, connect with your fellow attendees in meaningful ways, and leave inspired to take action in building a brighter tomorrow! Thank you again on behalf of the Innovation Week committee and keep on dreaming.

Thank you! (Miigwech!)

Anishinaabe Ancestral Homelands Statement

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Giiwedonong Michigan Kinomaage'gamigong ayaa gete-anishinaabewaking Anishinaabe Swi Shkode Aking Gichi-namebini Ziibing ezhinikaadeg Anishinaabemowining Marquette.

Northern Michigan University is located on the ancestral homelands of the Anishinaabe Three Fires Confederacy. Gichi-namebini Ziibing is the traditional name of Marquette.



TAKE THIS QUIZ

Be sure to complete Trend Hunter's [Innovator Assessment](#) to get the most out of your experience during Jonathon Brown's Keynote!

In 5-8 minutes, you'll be able to download an in-depth profile with your innovation archetype, strengths and opportunities. Your individual results are kept confidential, available only to you.



Wednesday, February 21st

SCHEDULE AT A GLANCE

8:00AM

Registration Opens - Continental Breakfast

Location: Forest Roberts Theatre Lobby

9:00AM

Keynote - A Hopeful Horizon for Climate

Location: Forest Roberts Theatre

Speaker: Molly Kawahata

10:15AM

Innovation for Minobimaadiziwin, The Good Life

Location: Forest Roberts Theatre

Speakers: Dan Truckey and Dr. Martin Rheinhart

12:00PM

Lunch With Leaders Panel

Location: Hedgcock 2nd Floor Atrium

1:00PM

Innovation Quests

Starting Location: Forest Roberts Theatre

5:00PM

Happy Hour

Location: Rippling River Resort & Campground

Wednesday, February 21st

KEYNOTE - MOLLY KAWAHATA

9:00AM

A Hopeful Horizon for Climate: Bridging Communications, Cognition, and the Science of Hope

Location: Forest Roberts Theatre

Climate change is the crisis of our time, but also an opportunity. This session explores how to foster hope and catalyze climate action by bridging communications, human cognition, and the science of hope. Attendees will learn research-based strategies to:

- Inspire public support for climate solutions through effective communication
- Leverage insights from the science of hope to motivate change
- Empower individuals and organizations to become agents of hope and progress on climate and beyond

By uniting communications, cognition, and hope, we can build momentum for the systemic change needed to address climate change. This discussion aims to provide attendees with practical tools to spread hope and become catalysts of climate action in their communities.

MOLLY KAWAHATA



*Founder, Systemic Impact Strategies
Former Climate Advisor to the Obama
White House*

Molly Kawahata is a strategist, public speaker, advocate, and former Climate Advisor at the Obama White House. She is the Founder of Systemic Impact Strategies, a consultancy specializing in organizational development, climate strategy, and communications. Her life story, depicted in Patagonia's film, THE SCALE OF HOPE (2022), intimately explores her pursuit of climbing steep ice faces in Alaska, her personal struggle with mental health, and her work to transform societal narratives by infusing them with hope and empowerment. The film has resonated with audiences worldwide, amassing over one million views on YouTube, streaming on Delta Airlines, and being inducted into the permanent collection at the New York Museum of Modern Art. Molly has been asked to speak at institutions such as Google, Nike, Harvard, the U.S. Congress, global IMAX audiences, and the Kennedy Center presidential monument. She is an Advisory Board Member to the Environmental Voter Project and an Advisory Council Member to the AAPI Victory Fund. In her free time, Molly is an avid ice climber, with a particular passion for scaling technical ice routes in Montana and the Central Alaska Range.

Wednesday, February 21st

PROGRAMMING DETAILS

10:15AM

Innovation for Minobimaadiziwin, The Good Life

Location: Forest Roberts Theatre

Presented by Beaumier U.P. Heritage Center and Center for Native American Studies

The progress of society is often determined by how innovative it is in solving challenges with new ideas and technology. But just as there are great benefits to innovation, there are also costs; to the environment, people and society in general. In this presentation, the question will be asked; "what could we do better?" The presenters, Dr. Martin Reinhardt and Daniel Truckey will look at innovation in the Upper Peninsula from both the Indigenous and historical lenses. The ultimate goal is to suggest innovation that is balanced and healthy in how it impacts the land and its people, leading to what the Anishinaabe call Minobimaadiziwin, The Good Life.

12:00PM

Lunch With Leaders

Location: Hedgcock 2nd Floor Atrium

The panel discussion will showcase the innovative practices of Michigan institutions that are building our future leaders and highlight the importance of connecting industry to education.

Wednesday, February 21st

LUNCH WITH LEADERS PANELISTS

Debb Brunell

Chief Executive Officer, Upper Peninsula Michigan Works!

Debb Brunell is the Chief Executive Officer for Upper Peninsula Michigan Works. In the field since 2005, Debb has had significant experience and training. Her credentials include a B.S. in Organizational Leadership and Communication, Certified Program Planner (CPP), and Certified Instructor. Debb has worked as an HR Manager and was an Administrator at Macomb Community College in Workforce Development for the Engineering and Advanced Technologies programs and is a member of the National Association of Workforce Boards. Debb leads UPMW's teams to new heights with integrity, innovation, and collaborative relationships. She is aligning UPMW solutions to meet employer demand and the changing needs of the UP workforce.

Dr. Brad Hamel

Executive Director, Northern Michigan University's Global Campus

Dr. Brad Hamel leads NMU's Global Campus as its Executive Director, with over 25 years of diverse university experience. His roles have included athletic administration, foundation and alumni relations, and academic leadership. Brad, who earned his Doctorate of Education in Teaching and Learning, specializes in higher education leadership, emphasizing the transformative power of lifelong learning. His work focuses on developing innovative academic programs and ensuring high-quality online education. Brad's research in quality assurance, assessment, and change management underscores his commitment to excellence in higher education.

Wednesday, February 21st

LUNCH WITH LEADERS PANELISTS

Dr. Gregory Nyen

Superintendent, Marquette-Alger Regional Educational Service Agency

Dr. Gregory Nyen was formerly the Superintendent and K-12 Principal for the Burt Township School District in Grand Marais, Michigan. Greg became the MARESA Superintendent on July 1st. Prior to his position in Grand Marais, Greg served the students of Wisconsin as a school psychologist, special education director, and superintendent for 23 years before coming to the Upper Peninsula. Greg received his Bachelor of Science degree from the University of Wisconsin in English and Psychology at age 25 and his Master of Science in Education degree in School Psychology three years later. Greg completed his educational pathway three years ago, in 2017, with the completion of his Doctorate in Educational Leadership and Policy from the University of Wisconsin.

Michael Sauer

Director, Upper Peninsula Cybersecurity Institute

Michael Sauer is the Director of the Upper Peninsula Cybersecurity Institute (UPCI). As Director, Michael leads UPCI's efforts to teach, test, and train individuals in industry-recognized credentials relevant to careers in cybersecurity. Before serving in his current role, he was a Senior IT Project Manager at Mativ, a 3-billion dollar publicly traded specialties manufacturer. He was responsible for ensuring the successful delivery of large complex global information technology projects, including cybersecurity projects. Throughout his career, Michael has consulted for private and public organizations including the State of Michigan, US Airways, Microsoft, Ford Motor Company, Citizens Insurance. In his spare time, Michael enjoys testing his endurance in multi-day bike-packing races and long-distance cross-country ski events. He has served on the Board of the Noquemanon Trail Network for 16 years and has served as the organization's President and Treasurer.

Wednesday, February 21st

LUNCH WITH LEADERS PANELISTS

Nikki Storey

President, Great Lakes Boat Building School

Nikki Storey, President of Great Lakes Boat Building School (GLBBS), heads the only accredited marine trades institution in the Midwest Region. A native to Michigan's Eastern Upper Peninsula, where the school is located, Nikki grew up in a family of skilled trades people, giving her a strong understanding of the importance of trade-focused careers. With a degree in Business Management and a minor in Human Resources, Nikki also has many years of extensive Human Resources experience helping employers attract and onboard new staff.

Dr. Brock Tessman

President, Northern Michigan University

Dr. Brock Tessman began his tenure as Northern Michigan University's 17th president on Feb. 1, 2023. Dr. Tessman came to NMU from Montana, serving as the Deputy Commissioner of Higher Education for 45,000 students and 8,000 employees on 16 campuses comprising the Montana University System (MUS). He was responsible for driving success across the wide-ranging sectors of Academic Affairs, Student Affairs, and Research & Economic Development. Before the Montana University System, Dr. Tessman was a professor of political science and dean of the Davidson Honors College at the University of Montana in Missoula. He began his academic career at the University of Georgia, earning tenure in the School of Public and International Affairs for his research and teaching on national security, foreign policy, and the relationship between environmental conditions, risk tolerance, and leadership decision-making.

Wednesday, February 21st

PROGRAMMING DETAILS

Sponsored by:



Embers
CREDIT UNION

1:00PM

Innovation Quests

Starting Location: Forest Roberts Theatre

Innovation Quests are curated to allow attendees to connect with thought-leaders in the Upper Peninsula and beyond.

Attendees will board a charter bus to embark on their guided quests. Attendees will participate in one of the four topics:

- Outdoor Innovation
- Creative Technology
- Artificial Intelligence
- Sustainability

In this "choose your own adventure" experience, attendees select an innovation quest from the options outlined above.

Wednesday, February 21st
INNOVATION QUESTS

Sponsored by:  **Embers**
CREDIT UNION



**OUTDOOR
INNOVATION**

1:15-2:15 pm

Crown FireTent™
Rippling River Resort

2:30-3:30 pm

SwimSmart Technology LLC
Innovate Marquette office & NMU classroom

3:45-4:45 pm

Great Lakes Boat Building School
Ore Dock Brewing Co.



**CREATIVE
TECHNOLOGY**

1:15-2:15 pm

Shiras Planetarium
Marquette High School

2:30-3:30 pm

Marquette Arts and Culture
Future home of Marquette Arts & Culture

3:45-4:45 pm

Opti Games
Kaufman Block, NMU classroom

Wednesday, February 21st
INNOVATION QUESTS

Sponsored by:  **Embers**
CREDIT UNION



**ARTIFICIAL
INTELLIGENCE**

1:15-2:15 pm

AI Workgroup, Center for Teaching
and Learning
Kaufman Block, NMU classroom

2:30-3:30 pm

Syncurrent
Ore Dock Brewing Co.

3:45-4:45 pm

Creative Mines
Knot Work Studio



SUSTAINABILITY

1:15-2:15 pm

TriMedia Environmental & Engineering
Gossard Building

2:30-3:30 pm

Partridge Creek Farm
Gossard Building

3:45-4:45 pm

Recycle 906
Marquette County Solid MGMT Authority

Thursday, February 22nd

SCHEDULE AT A GLANCE

8:00AM

Registration Opens - Continental Breakfast

Location: Forest Roberts Theatre Lobby

9:00AM

Keynote - Innovation & Ice: A Journey Through Time

Location: Forest Roberts Theatre

Speaker: Dr. Scott Kuzdzal

10:15AM

Breakout Session Block #1

Location: Northern Center

11:15PM

Breakout Session Block #2

Location: Northern Center

12:00PM

Lunch

Location: Northern Center, Ballrooms I & II

1:00PM

Breakout Session Block #3

Location: Northern Center

Thursday, February 22nd

SCHEDULE AT A GLANCE

2:00PM

Breakout Session Block #4

Location: Northern Center

4:00PM

Keynote - "Innovate Like a Rap Star"

Location: Forest Roberts Theatre

Speaker: Jonathon Brown

5:00PM

'Lazers and Blazers' Innovation Party

Location: Landmark Inn

Wednesday, February 21st

KEYNOTE - SCOTT KUZDZAL PH.D

9:00AM

Innovation & Ice: A Journey Through Time

Location: Forest Roberts Theatre

In this captivating keynote presentation, we delve into the fascinating world of innovation, using the history of ice as our guide. Scott Kuzdzal invites you to reimagine innovation not as a linear process, but as an intricate evolution - a journey shaped by creativity, persistence, and transformative ideas. From the icy origins, Scott introduces us to ice harvesting and ancient ice houses. Next we move beyond the icebox to illustrate that true innovation extends far beyond frozen ponds and iceboxes. Scott shares multiple examples of how Shimadzu is pushing the boundaries of science. From psychedelics research to anti-aging breakthroughs and sustainable food solutions, we witness the impact of cutting-edge technologies.

Lastly, Scott unveils a fresh approach to tackling global challenges. By embracing open collaboration and data liquidity, we can address complex issues that transcend borders. What would Dr. Kuzdzal tell his younger self? Attendees will leave with three invaluable insights.

Join us on this enlightening journey - a fusion of history, innovation, and scientific discovery. Let's melt away old notions and forge a path toward a brighter, cooler future.

SCOTT KUZDZAL PH.D



Executive Vice President of New Strategy Development, Shimadzu Scientific Instruments

Dr. Scott Kuzdzal received a Ph.D. from the University of California at Riverside. Scott served as a postdoctoral fellow at the Johns Hopkins University School of Medicine, where he co-founded the Center for Biomarker Discovery & Translation. In addition to extensive industrial research experience, Dr. Kuzdzal has a strong medicinal and clinical chemistry background and he has directed Toxicology and Therapeutic Drug Monitoring Labs at Johns Hopkins Medical Institutions.

He has published protein and peptide biomarkers for pancreatic cancer, Alzheimer's disease and ovarian cancer. Scott currently serves as the Vice President of New Strategy and the Lab Director of the Amyloid MS Service Lab at Shimadzu Scientific Instruments.

Dr. Kuzdzal presents on clinical and quality control testing topics internationally. He has over 300 scientific manuscripts, book chapters and presentations. His passion is improving clinical laboratory testing, commercializing new technologies and developing emerging markets.

Thursday, February 22nd

BREAKOUT SESSIONS

**OUTDOOR
INNOVATION**



SUSTAINABILITY



**CREATIVE
TECHNOLOGY**



**ARTIFICIAL
INTELLIGENCE**



10:15-11:00
11:15-12:00
1:00-1:45
2:00-3:30

Founders Room	Peninsula II	Ballroom III	Ballroom IV
Flexible = Speed <i>David Medina Alvarez & Gia Kim</i>	Business as a Force for Good <i>Alice Jasper</i>	LEGO Serious Play <i>Dr. Garret Westlake</i>	The AI Boom <i>Craig Mattson</i>
EV Showcase <i>Bates Bikes, Innovate Marquette & LIVAQ</i>	Building a Sustainable U.P. <i>Panel Discussion</i>	The Future of Gaming <i>Chandler Thomlison</i>	Meet Your ChatGPT Creative Co-Founder <i>Dr. Garret Westlake</i>
<i>Lunch in Ballrooms I & II</i>			
EV Jobs Academy <i>Mike Stone</i>	Innovations in Native American Studies <i>Panel Discussion</i>	Business as a Force for Good <i>Alice Jasper</i>	<i>Break</i>
Performance in a Business Setting <i>Paul Truckey</i>	Design Jam Prep <i>Dr. Garret Westlake & Dr. Jes Thompson</i>	Perfecting Your Pitch <i>Michelle Erikson</i>	Taking Your Cool Cap OFF! <i>Pat Digneit</i>

Wednesday, February 21st

KEYNOTE - JONATHON BROWN

4:00PM

"Innovate Like a Rap Star"

Location: Forest Roberts Theatre

Discover the parallels between the "elements of an innovator" and the "4 elements of hip hop" (DJ, MC, Breakdancing, and Graffiti). Using hip hop as a lens for uncovering innovation lessons, this keynote bridges diverse worlds to uncover shared principles and fresh perspectives. Incorporating the evolving landscape of AI as an innovation and discovery tool, this session offers tactical insights for the innovators of tomorrow, within Trend Hunter's Create the Future framework.

Attendees are encouraged to complete the [Innovator Assessment](#) before attending Jonathon's keynote presentation.

Scan the QR code to complete the assessment.



JONATHON BROWN



Chief Sales Officer, Trend Hunter

In the last decade, Dubai Future Foundation, Walmart, Coca-Cola, and others have called on Jonathon to maximize their innovation potential. With over 75 keynotes under his belt, the through-line of his keynote work derives from his decade-long research project interviewing hundreds of innovation leaders globally to uncover methods for sparking systematic innovation.

In his day-to-day, Jonathon guides the vision of Trend Hunter, the world's largest trend-spotting platform. Helping global Fortune 500s to build research and training programs, he's driven his own "crash course" in corporate innovation and plucked the best practices for the benefit of the audiences he speaks to. As an event emcee and international business keynote speaker, Jonathon is renowned for his magnetic delivery, executive presence, and divergent storytelling style.

His best-known keynotes include "How to Innovate like a Rap Star," "Top Innovators in Business" and "Innovation Tactics from Fortune 500s."

Thursday, February 22nd

PROGRAMMING DETAILS

LANDMARK

5:00PM

'Lasers and Blazers' Innovation Party

Location: Landmark Inn

Join us at the Landmark Inn for h'ourderves, refreshments, casual networking, and the pitch competition trade show.



Friday, February 23rd

SCHEDULE AT A GLANCE

8:00AM

Registration Opens - Continental Breakfast

*Locations: Forest Roberts Theatre Lobby & Innovation Hall at Jacobetti Complex**

**Breakfast for Design Jam participants is available at the Jacobetti Complex*

9:00AM

Design Jam for Climate Action

Location: Innovation Hall at Jacobetti Complex

9:00AM

'Ask the Experts' Expo

Location: Forest Roberts Theatre Lobby

12:00PM

Lunch

Location: Hedgcock 2nd Floor Atrium

1:00PM

Pitch Competition

Location: Forest Roberts Theatre

3:00PM

Closing Reception

Location: Forest Roberts Theatre Lobby

Friday, February 23rd

PROGRAMMING DETAILS

9:00AM

Design Jam for Climate Action

Location: Innovation Hall at Jacobetti Complex

Design Jams are a proven model for bringing together individuals from diverse backgrounds and empowering them with training and tools to solve complex problems in a fast-paced and high energy environment. This Innovation Week Design Jam will explore solutions to Climate Change and Sustainability through pillars unique to the Upper Peninsula.

9:00AM

'Ask the Experts' Expo

Location: Forest Roberts Theatre Lobby

'Ask the Experts' is designed to acquaint startups and small business owners with diverse entrepreneurial support systems. This platform enables entrepreneurs and innovators to gain insights into industry experts and foster meaningful connections. During the expo, attendees will have the chance to tap into valuable resources within our community in a casual, interactive environment.

Friday, February 23rd

PITCH COMPETITION

1:00PM

Innovation Week 2024 features an all-new element: a pitch competition! The pitch competition provides founders and emerging entrepreneurs the opportunity to access capital.

Finalists of the "Big Pitch" and the "Outdoor Innovation Pitch" will compete live on stage at the Forest Roberts Theatre for the chance to win thousands of dollars in prizes.

Timeline of Events:

1:00 PM.....Big Pitch

brief intermission

2:00 PM.....Outdoor Innovation Pitch

3:00 PM.....Winners Announced, Closing Reception

Times are tentative and subject to change

Meet the finalists, judges, and emcee on the following pages.



Friday, February 23rd

PITCH COMPETITION

JUDGES:

Michelle Erickson

Vice President at Plymouth Growth

Sam Lanctot

Commercial Lender at Northern Initiatives

Don Manfredi

Associate Director of Ventures, Innovation Partnerships at the University of Michigan

David Medina Alvarez

Co-founder of LIVAQ

Dan Radomski

CEO of Centropolis Accelerator

EMCEE:

David Ollila

Founder of Shophouse Park

Friday, February 23rd

THE BIG PITCH

MEET THE FINALISTS

Brecken Mills and Maggie Boburka

Seniors

Entrepreneurship and Business Management respectively

Peninsula Pizookies

Kylie Gustafson

Senior

Entrepreneurship

Wildsteps

Ryan Carmody

Senior

CEA and Medicinal Plant Chemistry

Adult Use CEO Micro-business

Morgan Johnson

Senior

Entrepreneurship

Dan's Loft Kit Kart

Christopher Anderson, Sergiy Blackwood, and Josie Beach

Junior, Junior, and Junior

Entrepreneurship, Entrepreneurship, and Entrepreneurship

Snackage

Heather Lindstrom

Post Bac

Accounting

906 Pet Treats LLC

Friday, February 23rd

THE BIG PITCH

Northern Michigan University's College of Business presents the annual New Business Venture Competition. During the Big Pitch, NMU students present their business ideas to a panel of judges for a chance to win cash prizes and consultation service packages to help get their ideas off the ground.

The Big Pitch encourages entrepreneurial activism by recognizing and rewarding those who present detailed plans on designing and creating new business enterprises, drawing on their own ideas and inventions.

Northern Michigan University College of Business is an AACSB-accredited university

The Big Pitch is being generously supported in part through an endowment created by Mr. Ervin Kranberg '71 BS.

Business consultation awards are provided by Kendricks, Bordeau, Keefe, Seavoy & Larsen, PC; and Tailored CPAs.



KENDRICKS BORDEAU, PC
ATTORNEYS AT LAW



Accredited institutions have met rigorous standards and are committed to upholding and advancing the quality of their business and accounting programs.



Friday, February 23rd

OUTDOOR INNOVATION PITCH

MEET THE FINALISTS

Electric Outdoors

Josef Hjelmaker, Co-founder & CEO

GEKOT Robotics

Dan Champoux, Co-founder & CEO

Grounded

Sam Shapiro, CEO

Lectric Boil LLC

Jarret Schlaff, Founder & CEO

Ryan Schlaff, Co-Owner & CMO

Snowbotix

Dr. Sasi Prabhakaran, Founder & CEO/CTO



Friday, February 23rd

OUTDOOR INNOVATION PITCH

PRIZES:

One (1) "Grand Prize" will be awarded. The "Grand Prize" winner will receive up to \$50,000 in services and investments from the Michigan Outdoor Innovation Fund*

**Investment from the MI Outdoor Innovation Fund is pending the results of the competition and is mostly likely to be in the form of convertible notes.*

MAKE IT IN MICHIGAN AWARD:

One (1) "Make it in Michigan Award" will be awarded and the winner will receive up to \$10,000 in product development services. The "Make it in Michigan Award" is sponsored by Centrepolis Accelerator, Innovate Marquette, and the Michigan Outdoor Innovation Fund.**

***The "Make it in Michigan Award" winner will receive product development services up to \$10,000 in value. The services will be available through Centrepolis Accelerator and/or other Michigan service providers. Eligible services include product design, engineering, prototyping and/or manufacturing readiness services.*



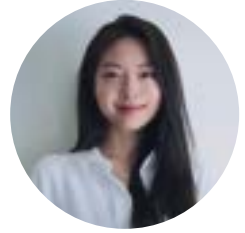
SPEAKERS



Paul Truckey



Jud Sojourn Ph.D.



Gia Kim



Patrick Digneit



Kelly Sassi Ph.D.



Michelle Erikson



Martin Reinhardt Ph.D.



Mike Stone



Garret Westlake Ph.D.

SPEAKERS



Alice Jasper



Dan Truckey



Jake Northey



May Tsupros



Bob Lehto



Jacob Soter



Nikki Storey



Earl Senchuk



Becky LaBrecque

SPEAKERS



Dhruv C. Patel



Jenna Smith



Evan Lucas



Dr. Jes Thompson



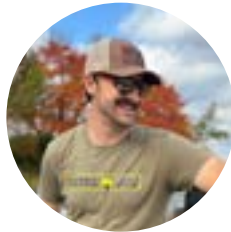
Dan Radomski



Don Manfredi



Ryan Schlaff



Jarret Schlaff



Dr. Brock Tessman

SPEAKERS



Michael Sauer



Dr. Brad Hamel



Dr. Gregory Nyen



Debb Brunell



David Ollila



Josef Hjelmaker



David R. Medina Alvarez



*Tiina Morin**



Sam Lanctot

Tiina

Artist: Emily Lanctot, 2020

SPEAKERS



Craig Mattson



Chandler Thomlison



Eric Prue



Steven Donley



Meghan McCune, Ph.D.

SHARE YOUR FEEDBACK

What did you think of Innovation Week?

Scan the QR code to share your feedback in this brief post-event survey



THANK YOU TO OUR SPONSORS!

