



FOR IMMEDIATE RELEASE
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CALLING ALL INNOVATORS AND INVENTORS

HASTINGS, MICH. – Barry County has a long history of successful businesses started with little more than a new idea and plenty of hard work. An entrepreneurial mindset has long been the underpinning of individuals in Barry County and now more than ever is the time to invigorate and establish a community-wide entrepreneurial spirit. Innovative thinking is perhaps the single most important characteristic of a successful business; of a business able to weather this tumultuous economic storm. It is for this reason that the Barry County Economic Development Alliance and the Barry County Chamber of Commerce are bringing InnovationWorks to Barry County.

An Innovation and Inventors Workshop is planned for August 20 from 9 a.m. – 1:30 p.m. at Piece Cedar Creek Institute. The workshop is intended to spur innovation within and by local businesses, entrepreneurs and inventors. “It is understandable that during tough economic times it feels safer to limit risks and stick with what you know rather than allowing creativity to become an intentional thought process or business function”, said Valerie Byrnes, President of the Barry County Economic Development Alliance and the Chamber of Commerce. “This workshop is designed to share new programs, tools and techniques with our community to help cultivate innovative ideas in preparation for commercialization and ultimately contribute to business development”, Byrnes stated.

The Economic Development Alliance has plans to establish and facilitate Entrepreneur Networks and Inventors Clubs locally beginning this fall. Community members interested in participating in such peer to peer learning opportunities are encouraged to attend the Innovators and Inventors Workshop. Topics will include an introduction to InnovationWorks, Idea Translation, Diversification, along with a session on the Six Thinking Hats of Creative Thinking. The cost is only \$25 per person and includes lunch.

The Barry Community Foundation is a key supporter of local entrepreneurship and is generously providing match funding to defray the cost of the annual registration fee necessary to take advantage of additional services through InnovationWorks. The registration fee of this

workshop may also be applied to InnovationWork costs if a participant decides to engage the services of InnovationWorks to further explore a new idea or invention.

Please contact Valerie Byrnes at 269.945.2454 with questions or to register for this program.

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