



### Jacquelynne Borden-Conyers

Jacquelynne Borden-Conyers is a former foundation program officer with broad experience in management, strategic planning and innovation practice, as well as experience in diversity and multicultural management, technical support and training. She is experienced in integrating strategic communications and diversity principles into program development and management for philanthropy, state government, K-12 public school systems and non-profit organizations. Her services include coaching non-profit organizations and communities in adopting innovations that result in transforming systems. She is experienced in program and system analysis, project and crisis management, and executive coaching using a multicultural lens. A senior communications professional, Borden-Conyers has also provided comprehensive communications, marketing, technology and project management support to organizations throughout the country.

Past national assignments include working with nine states on school health policy, supporting efforts to provide access to health care to the uninsured and developmental work on childhood obesity. As a program officer, Borden-Conyers also identified and managed a multicultural team of communications professionals that supported a diverse national foundation investment portfolio. Past work experience also includes serving as a senior administrator for an urban public school district where she was part of a team implementing comprehensive school reform.

In working with groups and organizations, Borden-Conyers stresses the importance of visioning and innovation practice and thinking. At the same time, she encourages clients to identify organization structures, practices and policies that may present structural barriers to inclusion and equity for employees and clients/customers.

Ms. Borden-Conyers earned her bachelor's degree in political science and journalism from Michigan State University and a master's degree in education from Wayne State University.

#### **Prosperity**

"Prosperity" is in my view the latest politically correct term used to talk about wealth and quality of life for the white population and the middle class. Poor people and those shut out of opportunities because of race, ethnicity, or class aren't a part of the discussion. The impact of globalization and technology on the country's economic development, and more specifically jobs is forcing the country to rethink what it means to be prosperous and who can be prosperous. So far, indicators of prosperity and quality of life are defined in middle class terms based on the cultural values of the majority white population. A revolution in values would be needed to define prosperity so that it applies to all Americans. As a community we would need to acknowledge and address the value of differences among us and the barriers many people face to access the defined "prosperity."

#### **Suggested Readings:**

- [\*\*The Racial Wealth Gap's Larger Than Ever: Here's How it Will Destroy Us;\*\*](#) *ColorLines*, July 28, 2011, Published by the Applied Research Center.
- **The Impact of Globalization on Income and Employment**, Michael Spence; *Foreign Affairs*, July/August, 2011.

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### **Tim Daman**

Tim Daman currently serves as the President and CEO for the Lansing Regional Chamber of Commerce. In his role, Tim leads the Chamber's team in Business Advocacy, Government Relations, Marketing, International Trade Development and Membership Services. Tim joined the Chamber in 2005 as Vice President of Economic Development and was promoted to Vice President Operations and Strategic Initiatives in 2007 where he was instrumental in developing the Chamber's current strategic initiatives focused on International Market Development, establishing the regions Foreign Trade Zone and creating the Chamber's Procurement Technical Assistance Center.

Prior to joining the Chamber Tim spent six years with the Michigan Economic Development Corporation where he directed the states marketing efforts in promoting Michigan as high tech business location as well as helping position the state as a global technology leader in Life Sciences, Advanced Automotive Technologies and Homeland Security.

Tim is a graduate of Michigan State University where he earned a Bachelor of Communications Arts and Sciences degree. Tim currently resides with his family in Holt.

#### **Prosperity**

What intrigues me the most about prosperity is how we define it. A traditional definition says prosperity is an economic state of growth with rising profits, full employment and high purchasing power.

How we truly define it can be measured in many ways including:

- Economic Fundamentals
- Entrepreneurship and Innovation
- Education Attainment Levels
- Governance, Transparent, Accountable and Effective Government
- Healthy Population
- Security
- Social Capital
- Public Infrastructure

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## **John Melcher**

John Melcher is the Associate Director of the Michigan State University Center for Community and Economic Development. He has 25 years of experience in conducting research and outreach in community and economic development focusing on issues associated with distressed communities. His work engages faculty researchers and community stakeholders in developing regional knowledge economies, asset-based development and asset-building policy development, and community economic development. He has served on numerous community and university committees and has taught courses on community development, economic development, and research writing in the Urban and Regional Planning Program. He earned a B.S. in Urban and Regional Planning and M.S. in Resource Development from Michigan State University. John has served as a co-chair of the Power of We Consortium and is currently the chair of the Community Data Committee.

### **Prosperity**

My interest in the topics of economic development and low income communities has required me to look at issues of prosperity in relationship to community development. I have examined these issues through the lens of inequality and disparities and recognize that the health of our regional economy depends now more than ever on the appropriateness of our people's capacity to actively contribute and participate in that economy. The prosperity of our region depends on our ability to help **all** people obtain the skills and capacity to actively contribute to this economy. The physical and social infrastructure of our region needs to be invested in to support our intellectual and social development, our economy, our health, our safety, our environment and our community life.

### **References**

- [The Spirit Level: Why Greater Equality Makes Societies Stronger](#) by Richard Wilkinson and Kate Pickett, Bloombury Press, 2010.
- [Assets and the Poor: A New American Welfare Policy](#) by Michael Sherraden, M.E. Sharpe, Inc., 1991.

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### **Simón Perazza**

Simón Perazza has an extensive background in digital media, strategic communications and creative learning. He joined ArtServe Michigan, the state's arts advocacy organization in 2008. He recently was named the organization's Director of Strategic Communications after launching [CreativeImpactMichigan.com](http://CreativeImpactMichigan.com) a biweekly e-publication and events website focusing on Michigan's creative sector. The project is currently underwritten by the National Endowment for the Arts, Ford Motor Company Fund, Michigan Council for Arts and Cultural Affairs and a number of other Michigan foundations. Perazza serves as editor-in-chief for the e-magazine project. In 2007, he graduated from the Eli Broad School of Management with his MBA in Strategy, Marketing and Leadership & Change Management. He studied film at U of M and Columbia College Chicago and has won numerous statewide and national awards for his videos and original scripts in the past. As part of a federally-funded Title IIA Teacher Quality Grant program, Simón also led 152 teaching-artist workshops which culminated in 55 student-produced videos. He managed personnel, equipment, production, digital archival and web distribution for MATRIX, the Online Center for the Humane Arts, Letters, and Social Sciences at Michigan State University.

### **Prosperity**

They say prosperity can be defined as wealth, health and happiness. Regarding wealth, it is true what President Obama just said in his speech that every American deserves "fair shake" and a shot at their "fair share" of the wealth they are helping to create in this nation. In terms of health, we must also acknowledge that health in general is not fostered enough in our culture which seems to take a "market-based" approach to the health and well-being of the American people. Health is not only physical but mental as well which leads to the final component: happiness. While we the people are desperate to fill our wallets with wealth, our bodies are in dire need of being treated to healthier ways of living and the links between income and adequate healthcare are hard to ignore in this country that is not the whole story and we can never assume that health plus wealth will automatically lead us to happiness. After all don't we earn income and take care of our bodies in hopes that both ultimately help us to live a "happier" life? But we have all seen the rich and healthy and they are not always happy. In a similar fashion to our wallets and our bodies, we must also target our individual spirit and community's soul for its own type of "recovery". I believe that both the creation and appreciation of art and other forms of creative expression are part of the solution and can help achieve this. In a recent study in the Journal of Epidemiology and Community Health, a team from the Norwegian University of Science and Technology found that a healthier cultural life may be an indicator of a healthier, happier life in general (link to Huffington Post article provided below).

### **References**

- [Norwegian Study finds healthier cultural life may be indicator of healthier, happier life](#)
- [Detroit Medical Center partners with the arts to help heal hospitalized children](#)
- [Music Therapy at Kalamazoo County Juvenile Home](#)
- UM's [Prison Creative Arts Project \(PCAP\)](#) is helping returned citizens get ready to make positive contributions once back on the outside (video)

Simón Perazza

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### **Tremaine Phillips**

Tremaine is currently the Chief Program Officer for the Prima Civitas Foundation. In this role, Tremaine manages PCF's vast project portfolio while also acting as the project lead for the organizations ongoing global attraction, investment and export initiatives. A graduate of Michigan State University, Tremaine earned a degree in Environmental Economics and Policy, and specializations in both Geographical Information Systems and Environmental Studies. Prior to his employment at Prima Civitas, Tremaine worked as the Energy Program Associate for the Michigan Environmental Council and as the Assistant Deputy Director for the Michigan Department of Energy Labor & Economic Growth. In 2010, Tremaine was one of ten mid-Michigan young professionals to receive the Lansing Regional Chamber's 10 Over the Next 10 award.

### **Prosperity**

I view the future of prosperity for the mid-Michigan region as hinging on several critical questions:

- How can Greater Lansing attract and infuse foreign-born residents to live, work and invest in our community?
- How the mid-Michigan region can attract and infuse young professionals to live and work in our community (while also encouraging them to explore opportunities elsewhere).
- How can the Greater Lansing region leverage high-tech investments and knowledge assets such as the F-RIB?
- How can we ensure that the opportunities that prosperity fosters are ubiquitous within the community and not just secluded to one economic or social class?
- How the mid-Michigan region must look for avenues to tap into the clean energy and green economy?

### **References**

- [Global Detroit Study](#)
- [Prima Civitas – Iraq Initiative](#)

Tremaine L. Phillips

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