



FOR IMMEDIATE RELEASE

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MidMichigan Innovation Center Hires Moultrup to Oversee Marketing and Facilities

Midland, MI (April 25, 2008) – Chris Moultrup has been hired to oversee marketing and facilities at the MidMichigan Innovation Center, announces Brent Case, executive director. In this role, Moultrup is responsible for coordinating the facilities needs of the center’s entrepreneur tenants, as well as planning and implementing marketing programs to promote and support the MidMichigan Innovation Center.

Case says, “Chris has been an employee of the MidMichigan Innovation Center since we formed. First as an intern from Northwood University then as a part-time employee managing various tasks related to the 112,000 square foot former Dow Agricultural Research Center.” Moultrup was also instrumental in the formation of the ‘New Venture Hatchery,’ a place for students to develop their business ideas. Elpis Technologies was spun out of the “Hatchery” by Moultrup and other Northwood entrepreneurs. Elpis is now a regular tenant commercializing special effect pigments and performance additives for the paint and coatings industries. Case adds “All of this gives Chris unique insights into the challenges and support systems entrepreneurs really need making him the perfect person for his new position.

One of the first graduates of the Northwood Entrepreneurship Program, Moultrup graduated in 2007 with a Bachelor’s degree in business administration. As a student, Moultrup won the first two-year Entrepreneur Award, and worked with a student team to found the university’s Entrepreneur Society, and the MidMichigan Innovation Center New Venture Hatchery, where he is still active as an advisor.

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Says Moultrup of joining MMIC in his new role, “The best part of being at MMIC is knowing that what we are doing has a positive impact on Michigan’s economy. Our tenants could be the future job providers like Dow Chemical and Dow Corning, benefiting the region and the entire state.

When asked about fostering the entrepreneurial spirit, the basis of MMIC, Moultrup responded, “I encourage our tenants, and other entrepreneurs, with two thoughts: First, don’t be afraid to ask questions. Questions help us to find common interests, share solutions and really leverage what entrepreneurs do best. And secondly, surround yourself with ideas and idea people. They give you energy and the desire to go on in your venture. THAT is the environment we foster here at MMIC.”

Top priorities for Moultrup include:

1. Increasing the awareness of MMIC and the many services offered to entrepreneurs at all stages.
2. Ensuring the needs of the current tenants are being met and that MMIC fosters a positive environment for their growth.
3. Developing and offering new programs that meet the needs of the region’s entrepreneurs.

The newest program at MMIC, the “Virtual Tenant Program” offers more entrepreneurs and small businesses access to many of the resources the onsite tenants are receiving, at a reasonable annual fee ranging from \$300 to \$2,400 per year, depending on the services they require. For more information on the Virtual Tenant Program and other services available to support entrepreneurs, visit www.mmic.us.

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Media Background Information:

MidMichigan Innovation Center

The MidMichigan Innovation Center is a private, non-profit organization created to provide entrepreneurs and start-up companies with a supportive and collaborative environment. MMIC connects entrepreneurs with critical resources, valuable services, flexible facilities, and entrepreneurial training and education that will help them develop their business ventures.

Chris Moultrup, Marketing and Facilities, MidMichigan Innovation Center (photo attached)

Born and raised in Royal Oak, Michigan; now residing in west Midland County.

2007 graduate of Northwood University Entrepreneurship Program where he founded the Entrepreneur Society and helped develop the New Venture Hatchery, at MMIC

Board of Directors, *Midland Milestones Youth Center*

President and CEO Elpis Technologies, manufacturer of special-effect pigments and performance additives used in paints, plastics, paper and concrete products.

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