Welcome to The Michigan Opportunity, an economic development podcast featuring candid conversations with business leaders across Michigan. You’ll hear firsthand accounts from Michigan business leaders and innovators about how the state is driving job growth and business investment, supporting a thriving entrepreneurial ecosystem, building vibrant communities and helping to attract and retain one of the most diverse and significant workforces in the nation.

Good morning. I’m your host today Ed Clemente. And we have a little bit of a new twist today with Quentin Messer, our CEO at the MEDC. First of all, thanks for coming on the show. And welcome.

Thank you. Happy New Year. And congratulations, over 100 shows, three seasons, and we’ll talk about that a little bit later.

I’m nervous already. I feel like you’re gonna be the inquisitor, you’re a lawyer. Some of the things you know, now that we’re getting a bit of a rhythm. As you mentioned, I also like the idea of you kind of talking to us a little bit about sort of where we’ve been, where we’re at and where you think we might be going, at least for at least this year coming up. And I know you’ve had so many successes in the last, you know, things, but as you are smart enough to realize successes don’t mean the job is ever done. And it’s sometimes just a compass heading you’re kind of working on. So you want to kind of like give us a little bit of last year first and what you think some of the nice things were that happened in the state?
Sure, I think you hit on the most important point. Team Michigan is really coming together. We are executing in a way that we're going to be consistently great. And what I mean by that, that means we're going to be able to out-hustle, out-compete, be consistent in our customer care proposition. I'm very grateful to Jen Nelson's leadership as our chief operating and customer experience officer. A lot of folks inside MEDC have really answered the call to make sure that we can be responsive to all interested parties. Where there's our local and regional economic development partners, most importantly, our elected officials and executive and legislative branches and our companies, particularly our Michigan companies, Michigan companies of all sizes. And I will say you know a couple of things I'm most proud of is the work we're doing to elevate small- and medium-sized businesses. We created two senior executive positions. Amy Rencher and Natalie Chmiko are hitting the cover off the ball and they are providing tremendous support to our Pure Michigan Business Connect and our international trade opportunity to help so many small- and medium-sized businesses across both peninsulas. Dave Lorenz and Kelly do a tremendous job, Travel Michigan and really shepherding that iconic, Pure Michigan brand. And I can't say enough about folks like Michelle Weidman and Lori Mullins and Sarah Rainero and other folks that are leading our efforts in community revitalization and placemaking, and Matt Mccauley. Really embracing the challenge. And making sure that we can be much more regionally relevant. And so creating an entire team that is breaking down silos and internally, and making sure that we're delivering solutions for customers. And I haven't even talked about significant business attraction wins because those get the headlines, but MEDC is so much more. I had a great conversation very recently with our team that leaves the Arts and Cultural Council, our State Housing Preservation Office, our IT project management team. It takes the entire team really rolling together, and I'm grateful to be part of this effort.

Yeah, you know, I think it's like a lot of jobs that people sort of see the kind of big picture stuff. But it's like, there's a ton of other things that help build that foundation for those to even take place. And, you know, it's like all media, this stuff that gets the news usually are the big things. But there's so many things I see, just from my perspective here, and when I interview a lot of podcast guests, is how many ways the MEDC helps at a very granular level with like small businesses and little communities all around the whole state.

Absolutely. I mean, I think there is, not I think, I know that there's bipartisan support for economic development, when we make economic development people-centric. But what do I mean by that? At the end of the day, it matters, not ribbon cuttings, announcements, it's how economic development is impacting people's lives. And we do that by reaching people where they live, where they recreate, where they socialize, and we're always endeavoring to do more of that. We have to do it in partnership with our elected officials. And we need to make sure that we're endeavoring to get better about that.
Ed Clemente  05:11
Yeah. And I mean, that's one of the strengths, I believe, just in general of a democracy, you know that you do have that humanity constantly underpinning. And I think that's the good thing about, you know, a lot of the staff here at the MEDC. And the team that they understand they have to deal with people every day, just like you do. All these big projects are great, but it also really when the sort of rubber hits the ground, that's kind of what makes the real difference, right?

Quentin Messer, Jr.  05:39
Yeah, absolutely. I mean, the governor said something that struck me and I've also heard bipartisan members of the legislature discuss that as well. We're in the relational business, we're not about transactions. We're about building relationships, we're about letting the world know that Michigan is open for business, we're letting people know that Michigan is a place where you can have a tremendous balance, you can have incredibly stimulating rigorous professional life, but you can also get out and enjoy the great outdoors, you can also go from, in the summer, great beaches at Lake Michigan to snowmobiles and snow trails. And, you know, whether it's the I-500 snowmobile race that I'll be going to, or, you know, the UP 200 on an annual basis, I mean, it really is the best of all possible worlds. And the onus is on me, to make sure that we're enabling people to be the best possible ambassadors for Michigan, because it's about making sure the story is right. And I think that's why I'm so grateful for you and the entire team behind The Michigan Opportunity podcast, because it's important that we own the tremendous narrative that we have within the state.

Ed Clemente  06:51
Yeah, and I've said this to you before, but it's always worth repeating that, I think, obviously, you're smart enough to always say it's the team, because you know that it's so hard to do all these projects without a team. But also, I think the two things you sort of always add is that you have a high level of energy, which is really, I think, almost necessary for a job like yours, because everything you have to do. And the other part of it is, I think it's sort of like how you're serendipitously sort of always surprised at how many great things are in the state. And that sort of does, you know, echo in your voice when you talk about things you're like talking about, you know, snowmobile racing and things like that, you know, I know you came from the South. So it's, these are really new things for you.

Quentin Messer, Jr.  07:37
Absolutely. I mean, you know, I tell people all the time, economic development is really about your colleagues. And I think I was blessed to have great colleagues in Louisiana. But I can't say enough about the colleagues I have here in Michigan. Not only inside MEDC, but also across the entire state who are doing economic development at the local and regional levels, as well as our partners in the legislature. And our partner, obviously, in the executive branch and Governor Whitmer and Lieutenant Governor Gilchrist. And I didn't realize how much I would get into winter. I mean, I'm a native Floridian. I'm a native, I mean, I moved up from Louisiana. I had lived in the Midwest before, but I never was a fan of winter until I moved here. And I've realized like, it's kind of cool, there's a lot of things I want to do. You have to, I believe you have
to immerse yourself in your environment to get everything out of it. And I'm all in on this great state. And I've said it before, and I'll say it again, no state, I've lived a lot of different places, no state wraps, his or her arms around you, like Michiganders. If they know you're in for Michigan, there's nothing people in this great state on both peninsulas wouldn't do for you and I'm a living witness of that.

Ed Clemente 08:58
I think the biggest either downside, or maybe not a downside. But you have to have four types of clothes for each season. And you're constantly balancing that out. [Yeah.] What am I going to wear today? It's going to rain? Is it going to snow? Is it gonna be nice? You know?

Quentin Messer, Jr. 09:13
Well, I tell you, the governor gave me great advice. One of the first thing she ever said to me, she said, it is never bad weather, it's only bad and gear, layer up. I've taken that mantra and it's worked out very well.

Ed Clemente 09:28
Yeah, no, that's a basic backpacker rule. Like, you've got to walk in everything just like you know, you can't just stop because the weather changes. You have to keep moving. And that's the same with the economy, right? No matter what happens at the global level, we still got to be doing our stuff here. Go ahead. Sorry.

Quentin Messer, Jr. 09:48
Now, I was just gonna say just parenthetically. I mean, I think one of the great things about Michigan, there's so many layers to our economy. I think a lot of people just think we're flat unidimensional mobility. But we have an incredible fashion sector, Carhartt, Wolverine. We have retailers, Meijer, SpartanNash. We have tremendous agribusinesses. We have an emerging financial tech, insurance technology. Semiconductors, we have the second most diversified agricultural economy. We have tourism, hospitality. So we do have it all. The question that I, every day and pushed and challenged by and owe it to 10 million plus friends and neighbors. How do we tell this story better? So we can continue to accelerate the growth of our economy, and particularly, let the next generation know that there's any opportunity they can possibly imagine and execute it successfully here in Michigan?

Ed Clemente 10:51
Well, so I'm going to put a plug in for the marketing communications division, but I know you've approved it, but they just released a nice ad campaign. But some of the more impressive ads and I'm sure people will see them, is, and I'll pick some companies out of it. But like Pfizer, you know, what they've been doing obviously, with the COVID vaccines, you had Short's Brewing Company, Detroit Denim, you've had Blue Arc AV in Plymouth, Orbion, Calumet Electronics. I
mean, there's so many interesting things. I mean, I really enjoyed the ad campaign when I first saw the early releases, and it just, it really helps people remember that. You know, this state is very diverse in things that I'm not even aware of. And I've lived here my whole life.

Quentin Messer, Jr. 11:37
You know, Michiganders are humble, hardworking, grit, salt-of-the-earth-type people. But as a Southerner, I can tell you, half of life is telling the story. And I think, you know, one of the things we say back home is it ain't bragging if it's true. And I think that we have to begin to have that swagger, to say, and definitely make a statement about who we are as a state, as a collective of 10 million plus friends and neighbors on both beautiful peninsulas and I'm excited about that campaign and shout out to our entire marketing communications team who is incredibly creative and thoughtful, they work with a number of outside agencies, but you know, this podcast and other efforts where we get a chance to tell that narrative, to give people information, so they can be an ambassador isn't in every dimension in which they encounter the world. You know, whether it's on a flight, whether it's on a cruise, whether it's in a business meeting, whether it's at a conference, we need to give people the information, so that they can tell the story that they know deep in their hearts. This is a uniquely special place that's going to get more and more special as the years go on.

Ed Clemente 12:56
Well, maybe as a segue to, you can obviously, pepper those in with my stuff when I when you asked me some questions about the podcast. But that has been one of the highlights for the podcast for me, which I didn't intend, obviously knew what I thought would be interesting. What's been more interesting is all the people that either hear about the podcast and send me guests, about things in Michigan that I never knew about from off, you know, the four corners of the state, that I'm just like always going, holy cow, how am I going to get these all done? And, you know, you want to say yes to all of them. And it's not that easy. And it's been a challenge. Just the diversity of the state on many different levels. So anyway, anything else you want to mention before you finish up your part of the show here?

Quentin Messer, Jr. 13:47
Well, look, I'm just grateful. I will say three quick things. One, I believe in the possibility of Michiganders. There's nothing we can't do when we come together. Two, we know it's not going to be easy. If it were easy, everybody would do it. So we have to stay resolute, we have to trust the process. And three, let's really embrace our weather as an asset, because I tell you, we have relatively stable weather. Here in Michigan, as someone who was evacuated from a hurricane, we see the tragedy of flooding and forest fires in other parts of our country. We have to feel good and blessed that we have the type of weather we do and eventually that's going to become a crucial location determination for not only individual families and individual men and women, but companies and it's going to play to Michigan's advantage.

Ed Clemente 14:45
Well. I think that's a nice summation with the three points. And now I will suffer your arguments.
Well, I think that's a nice summation with the three points. And now I will suffer your arguments of your closing discussion with me on any questions about the podcast.

Quentin Messer, Jr.  14:56
So first of all, congratulations to you and the entire team.

Ed Clemente  15:02
Before you go any further, let me plug the team. I'm going to take a cue from Q to make sure I've mentioned everybody, and I hope I won't miss anyone, but obviously the two people that really are in every podcast are, you know, Otie, and Kyle, who are on right now helping us in the background as we do this. There's Katie, Michelle Grinnell, Nick, Courtney, Aaron, Drew, Kristine, Kathlene, and Maggie. And I'll put them all in the liner notes with their last names, but I just want people to know that listen to the podcast, you know, my voice is barely the only little thing that really is the part that really makes this thing move. It's a lot of other, it's like a combustion engine, man, you see the wheels turn. But there's so many other parts moving it along.

Announcer  15:53
You're listening to The Michigan Opportunity, featuring candid conversations with Michigan business leaders on what makes Michigan a leading state to live, work and play. Listen to more episodes at michiganbusiness.org/podcast.

Quentin Messer, Jr.  16:09
What you've done and what the team has done is remarkable. So, 100-plus episodes, what's been some of the most interesting topics you've covered?

Ed Clemente  16:18
Well, you know, beyond some of the things you and I just talked about, like in your presentation, I've done everything, you know, from chip manufacturers, we just had someone on not too long ago, she works for the Chicago Fed. And she was an expert on like the chip manufacturing, and how it affects the automotive industry. In fact, one of the more interesting things I thought she brought up in the podcast, which I didn't know, you know, everybody's got all these all these cars, they don't have the chips, yet. There's over 1,000 chips in the average car. I mean, everything from your mirrors to pressure sensors, and everything. There's just so many moving parts. And that dovetails into obviously, you know, some of the chip stuff is trying to be done to bring in sourcing, resourcing, onshoring, whatever they're gonna call it, you know, here in Michigan, but also to the whole country. And it just shows you how important that's going to be in the future of America. Microchips and semiconductors, Internet of Things, artificial intelligence, deep learning. I mean, there's just so many things. I mean, I'll tell you a couple more interesting ones were the free rare isotope beams at MSU. I'm probably going to
mess up that title, but it's called the FRIB, which they don't like to use. But I interviewed the
guy that runs the whole thing, Dr. Glasmacher, and just fascinating how many scientists from
around the world are going to just be coming to East Lansing just to work. It gets scheduled
24/7, because that lab time, with that machine, is going to be just so valuable globally. Anyway,
I could get into more stories. But go ahead. Sorry, I'll let you go.

Quentin Messer, Jr.  18:04
No, absolutely. I mean, and I think you are getting out you you're a voracious reader. You're, I
would say, our resident futurist. So tell me one trend or tell the listeners one trend that you're
most excited about, and how it's gonna beneficially affect and impact positively, Michigan?

Ed Clemente  18:27
Well, I think what's happening is that you're starting to see, and this is a weird one, not one you
maybe would have expected. But I've interviewed quite a few like venture capitalists. And they've always been around, but they see as sort of like the world is changing. And with hybrid
work, and with a lot of other things, that Michigan is becoming very attractive for a lot of
companies that were either on the two coasts or globally somewhere else. And so there, they
want to venture into why Michigan is a good landing place for a lot of maybe not traditional
things. So like saving in the automotive, say like they were companies that were doing any kind
of like, say high tech research, and they're in California. With hybrid learning, you know,
Michigan, and you and I have had this conversation before a little bit. But, you know, because
we're a peninsula, it's actually a huge advantage, because we tend to think a little bit more like
a country, sometimes, a little one. But like, we have this unique sort of perspective, like Florida
does, too. You're from Florida, right? So when you have sort of an unusual, even geographically
shaped state, you become more attractive. And really, if you look at a map of the United
States, you know, you're only going to really see Michigan, Florida, you know, Alaska, but
everywhere else, it's like a continental state and we do stick out sort of globally and maybe I
get more excited about that than I should.

Quentin Messer, Jr.  19:56
So that leads me to a point. What do you see, to the point about sticking out globally, I've
begun to speak of Michigan as an international state in the sense that we have three border
crossings with Canada, the most active trading corridor in North America. Do you see that as
something that we need to amplify more and how do you see The Michigan Opportunity
podcast being a part of the amplification?

Ed Clemente  20:25
Well, I'll give you an interesting anecdote. I think I've told you, I'm on a board, Global Ties
Detroit. And so we entertain these visiting delegations through the U.S. Department of State all
the time, right. But one of the most interesting ones, to me, actually, that came to me this
summer, was a group of people from Northern Ireland, and the Republic of Ireland. And they
were fascinated by our bridge crossing, or just our international trade period with Canada,
because of the challenges, you know, the UK is having with Brexit. And you know, the Republic of Ireland still being part of the EU, and that border crossing with Northern Ireland. And they came to us to learn, like, how do we do it so they could learn how to develop border crossings. And I think from a, you know, when you get to things like I don't know what the new NAFTA is called, but when you see so much traffic, and I live in the Detroit area, so I see that bridge, with the new Gordie Howe Bridge opening up, we actually interviewed somebody from the Gordie Howe Bridge, how that's really going to impact in some ways I don't think we could anticipate yet. And I know you sort of jokingly called me like a futurist, but it's not futurism. What it really is, is trying to create as many options that might be reasonable for the future, that we can at least look at some and hopefully picking the most logical one. And that's the thing with the bridge crossing, I think that's going to be important is how can we amplify ourselves, when you see someone like the UK coming to us to get an idea of how to do a border crossing right. And there's a lot of other things I could go off on why I think why we would be a good country, but I'm gonna not let you ask a question and dovetail into something else. But I think of our top guests that we have interviewed that have had the most downloads, the vast majority are not American-born people. So they're immigrants who are either expats or they've become citizens. But like, our top five were like from India, there was people from we had the United Arab Emirates, Singapore, Germany, UK, Sri Lanka, Italy, and they're all here, sort of in Michigan now. And you know, you kind of think that, why are they attracted to Michigan, and I think that's the one thing you know, globally, America, you know, is changing with globalization, but it's not going to go away. And we're still going to be very attractive to the rest of the world. That ways we can't even anticipate yet just because of the way logistics supply chain, we've had a lot of those folks on too, but I do believe that that's where I think we can make some real progress. And the U.S. Department of State, you know, is always looking at these things too. I'll get off the podium now. Thanks, though, for the chance.

Quentin Messer, Jr.  23:27

No, no, not at all. And so that leads me to a couple of questions. I mean, I could go on and on, because I just find, I'm always stimulated by our conversation. So I mentioned you're a voracious reader, you just have a tremendous breadth of knowledge. So what do you read? When you wake up, I mean, there are very few times, and I'd get texts from you all times, day and night, about things to read and consider, what are the top three or four things that you read? Or you would suggest, for our listeners to think about and consider reading?

Ed Clemente  24:07

Well, there's obviously two types of learning, right? There's audio and visual, right? So reading-wise, honestly, I sort of go to the library quite a bit. And I love the sort of randomness or the serendipity of going to like either nonfiction sections, and see what new books have come out. And I just finished like a good one that was really good as like what we owe the future. And I would have never found the book, had I not just been open minded to just look for a new book. And it was about this professor out of, philosophy professor out of like the University of Edinburgh. And it's just fascinating, what things we should be doing, to move, to think about not just, you know, your grandkids, but like for 100 years what we should be thinking about or 150 years into the future. So I recommend being open minded and just looking for books, but then probably the vast majority of what I really do, I hike a lot. And I listen to podcasts. So I probably this morning already went through four podcasts this morning. And I'm going to
answer a question you didn't want. But it's, so one thing, I think that's really valuable about a podcast, and this podcast, but any podcast, but think about it as not a podcast. But as like some of the smartest people in the world, they're going to give you basically a CliffsNotes of what they do for their profession, in a half an hour. And, and you know, it's going to be, you can't get a better source than anyone that really knows they're, you know, a specialist, I'm a generalist, I'm not a specialist, but when you get a specialist coming in to talk to you about supply chain, or about microchips or to talk about parts for automotive, you know, it's very, to me, I find that the most stimulating and hopefully the retention, and then you see how it all webs together eventually, like what are the interconnectivity of all these sort of specialists and how that's going to take us into the future? When we do these podcasts, you know, with Otie and Kyle, I really think of him also more as like a hit single, I know you're into music, like mad. And, but it's like, we just created a hit single. And if you liked this single, you should buy the rest of our stuff, you know, like a band, right? If you love Lizzo, you know, you like this song, you might like all of her stuff, right? So you want to you want to really do it, you know, TikTok's okay, and sort of, a lot of social media, but this is really where you learn, I think is from podcasts. And I could have one last question for you, unless you have any more questions for me.

Quentin Messer, Jr. 26:51
Well, I have one question for you. [Sure.] You talked about podcasts. So top three favorite podcasts not named The Michigan Opportunity.

Ed Clemente 27:02
I would definitely say Intelligence Squared, British, is number one. We have an American version, which is really good too, Intelligence Squared. And they do like an Oxford-style debate. And it's basically they take a premise they picked four of the smartest people in the world, and they debate the topic in an hour. And then they actually have weighted voting at the end of really high-level topics. It's pretty fascinating. And I could go off on all the different topics. Also, I would recommend to people. I'm a fan of history. So there is a couple of different history ones out there. But I would guess there's one that does like history daily. And they break down a different historical thing every day. But you often, the key to history is how you can apply what lessons from then to today, to give you kind of a background like preparing for a case, right? You want to make sure what are the precedent cases. And that's what a lot of the history ones do. And I think third, there's just like this weird abstract one, which is called Everything Everywhere. And it's basically this guy who reads almost like a Wikipedia site every day, and does it in 10 minutes. And he talks about random topics across the world, across cultures, everything. I love those. So those are probably my three favorites that I probably hit every day.

Quentin Messer, Jr. 28:27
Very cool. I'm taking notes. I look forward to add them to my podcast listening.

Ed Clemente 28:32
Yeah, there're short. Go ahead.
Yeah, there's short. Go ahead.

Quentin Messer, Jr. 28:34
I have so many more questions. But I think I'm going to turn it back over to you.

Ed Clemente 28:38
This is the last question. And I know you and I talked about this a little bit. But obviously we're coming into Black History Month. But I also think that I always love to talk to people about who were aspirational for you rather than just talking generically about it. But what do you think helped inspire you? As well as become like a guidepost. You didn't necessarily follow their path, but who do you think motivated you, kind of, growing up that's helped you to this day.

Quentin Messer, Jr. 29:08
Gosh, I was very blessed. So, I've had and still have a remarkable family. And my mom, my dad, my younger brother, my uncle, my grandparents, but it was really my dad. I felt the weightiness of carrying his name. You know, he was born to abject poverty in 1937. 10 sisters, the only boy you know, there was no way he was gonna get to college, but in sophomore year, picked up a trombone for the first time and by the time he was a senior, he had earned a scholarship to go to Florida A&M University and be a member of the 100 where he played the same band with Cannonball Adderley [Wow, yeah.] And then you know, so familialy I was blessed to have, I could talk to someone I could talk to him. I could talk my uncle, Dr. Milton Threadcraft, Jr. I could talk to my mom. So I was benefited there. But when I look outside, I loved Muhammad Ali's just swagger. He's more of a peer but Deion Sanders. Coach Prime just has that swagger and he's a Floridian too. So that helps and I like I'm a big into sports. So I've always looked at athletes, people like Michael Irvin, "The Playmaker," who played for the Cowboys. I've admired the marketing genius of Jerry Jones. There are other things that are less exciting about Jerry Jones, but I admire excellence. I've said publicly, I think of Governor Whitmer as a mentor on the things she's taught me. I look at former House Speaker Jason Wentworth as a mentor. SML Mike Shirkey has been incredibly thoughtful and helpful to me and helping me understand Michigan. I mean, I can call the roll. I mean, I look at the MEDC executive committee, our chair, Awenate Cobbina, has been incredibly kind and Dave Meador opened his Rolodex to me in ways that I could never repay. So there's so many people whether you know, and obviously they're, you know, there's the Mandelas of the world, there's the Leonard Bernsetins of the world, you know, people who redefine, you know, courage and creativity and President Obama. I would tell you, personally, I think is one of the most underrated people in the world is Bush 41. President Herbert Walker Bush, I mean, the integrity, the dignified manner in which he conducted life, you know, just things that maybe you don't see as much in today's body politic, Tim Russert, you know, but for his way to he could just get to the crux of the matter and ask questions in a way that put our political leaders on the spot. So I could go on and on. But there's so many people both, you know, folks who are a part African descent, and those who aren't, but the ultimate person that when I think about my guidepost, I'm a Christian I don't apologize for it, it's really the example of Christ. And then ultimately the example of Paul because I know I'm a deeply flawed person who, but by Grace has been afforded to have the best job, I think in the world because I get to be an ambassador for Michigan, which is awesome.
Ed Clemente  32:50
Yeah, well, I think we can end on a higher note than that. But once again, our guest was Quentin Messer, head of the CDC. And you know, Quentin, it's always a pleasure to talk with you, you're deep guy and I appreciate all the thoughtfulness you've put into this job and all the all the support you give to the staff and the team and how they, you know, you definitely have a humbling personality and we appreciate it.

Quentin Messer, Jr.  33:15
You're too kind, but it's a Team Michigan an approach. And I can't say enough about all our colleagues who are located and work incredibly hard on both peninsulas. I'm very grateful to them and grateful to our executive committee and shout out to the Michigan Economic Development Foundation that supports our efforts as well as the Michigan Strategic Fund. It's a total Team Michigan.

Ed Clemente  33:39
All right, well, thanks look for the next time we get you on the show, again.

Quentin Messer, Jr.  33:42
Always happy to do it. And I'll check out those podcasts you recommended.

Ed Clemente  33:46
Okay, Quentin, will do, thanks. [Thank you.] Join us next week where our guests will be Faris Alami, founder and CEO of International Strategic Management for getting entrepreneurs started.

Announcer  33:59
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