

# MICHIGAN STATE UNIVERSITY

## Midland Research Institute for Value Chain Creation (MRIVCC)

*Delivering high-impact value chain solutions and educational programs*

**Midland, Mich. – September 15, 2016** –Midland is home to one of the world’s leading institutes – the Midland Research Institute for Value Chain Creation (MRIVCC). MRIVCC helps businesses and non-profits address some of the world’s biggest challenges by developing high-impact value chain solutions for diverse systems: from manufacturing to enhancing water and food supplies to reducing waste.

“MRIVCC is a great addition to the Midland community and the entire Great Lakes Bay Region,” said Midland City Manager Jon Lynch. “The Institute’s commitment to research, education and bringing renowned researchers to collaborate in our area carries on the tradition of a City of Modern Explorers.”



### Midland Research Institute for Value Chain Creation

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### Education-Filled Fall Programming

MRIVCC is hosting its third annual **2016 Summit, Supply Chain Talent – “Supply Chain Talent – Demand. Development. Deployment.”** and we welcome all interested parties at no charge. The Summit will be held Tuesday, October 25 at the Midland Country Club beginning with a continental breakfast at 7:30 a.m. with the main event from 8:30 a.m. – 3:30 p.m. More information about the Summit, including guest speakers and panelists, is available on the website: <http://midlandvaluechain.broad.msu.edu/>.

MRIVCC offers the **Mid-Michigan Value Chain Certificate Program** taught by visiting faculty from MSU’s Eli Broad College of Business, whose Supply Chain Management Program is consistently ranked as #1 globally. The certificate program draws professionals from around the state who want to enhance their skills in value chain management. Classes will be held one afternoon a week from September 28 – November 16, 2016. (For more information, contact Sue Lonier: 517-353-5667 [lonier@broad.msu.edu](mailto:lonier@broad.msu.edu) or visit our website.)

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“In today’s global economy, excellence requires enterprise-wide synchronization and businesses must think holistically in order to optimize performance and value,” said Katherine A. Franz, Executive Director, MRIVCC. “We are committed to help businesses and non-profits address some of the world’s biggest challenges through enhanced value chain management. We are doing this through educational programs for professionals in both the business and non-profit arenas, and through cutting-edge research in areas such as water quality and delivery, food safety and sustainability, global manufacturing, and value chain integration. We are very pleased to be part of Midland and the Great Lakes Bay Region – true centers of innovation.”

**About MRIVCC**

MRIVCC is a leading research and educational organization in the area of value chain management. The Institute was founded by many leaders in value chain creation and development, including: MSU Eli Broad College of Business; MSU College of Agriculture and Natural Resources; MSU College of Engineering; MSU College of Social Science; MSU School of Packaging, The Dow Chemical Company and Dow Corning Corporation. Founding charitable foundations include: The Herbert H. & Grace A. Dow Foundation; The Rollin M. Gerstacker Foundation; The Dow Chemical Foundation; and the Charles J. Strosacker Foundation. Visit MRIVCC’s website at [midlandvaluechain.broad.msu.edu](http://midlandvaluechain.broad.msu.edu) for more information about MRIVCC, its programs and services.

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