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FOR IMMEDIATE RELEASE

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Muskegon Establishes New Partnership with Grand Valley State University

The Muskegon Lakeshore Chamber of Commerce and Muskegon Area First have forged a new partnership with the Grand Valley State University - Seidman School of Business. Starting in 2017, Associate Dean, Dr. Paul Isely will lead his team to research and present Muskegon County's Annual Economic Forecast during the popular Muskegon Chamber January Business for Breakfast.

The Muskegon County Economic Forecast has been a signature program for decades bringing more than 400 business leaders together to hear the area's economic outlook for the upcoming year. Following the retirement of long-time forecast presenter George Erickcek, from the W.E. UpJohn Institute for Employment Research, a new local partnership was sought out.

"Dr. Isely is very familiar with West Michigan and the Muskegon Lakeshore," Chamber President Cindy Larsen said. "We are excited to work with him and welcome him and his team to Muskegon for this important presentation."

Recently, Dr. Isely held a focus group with Muskegon County business leaders gathering additional insight to better set the stage for his presentation to the full business community in January. "We're excited for the new outlook that Dr. Isely will bring to Muskegon this winter," said Ed Garner, President of Muskegon Area First. "Dr. Isely has a great understanding of the local economy and should deliver an accurate and informational presentation."

Dr. Isely is the Associate Dean for Undergraduate Programs in the Seidman School of Business. He holds his Ph.D. and M.S. in Economics from Purdue University and a dual B.S. in Physics and Economics from the University of Wisconsin-Madison. Dr. Isely and his team will gather data locally instead of nationally to put together a report to the business community as to what the economic future of Muskegon County will look like.

The Annual Economic Forecast Business for Breakfast will be held on Friday, January 27 at the Holiday Inn & Conference Center in Downtown Muskegon. Registration will open at 7:00 AM, with the breakfast and the program running from 7:30 AM – 9:00 AM. Space is limited! More information about the program can be found at www.muskegon.org.

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ABOUT THE CHAMBER

The Muskegon Lakeshore Chamber of Commerce is the premier business membership organization on the lakeshore representing approximately 1,150 businesses and organizations. The Muskegon Chamber represents businesses of every size and type all over West Michigan. The Chamber is celebrating more than 120 years in operation working to sustain an environment for business success through community leadership, promotion, inclusive business advocacy and valued member services. The Muskegon Chamber is a four-time award winning Chamber, being named Chamber of the Year for the State of Michigan in 2006, 2010, 2012 and 2015 by the Michigan Association of Chamber Professionals.