

**Annual Spring Advisory Board Session
in conjunction with CN Forum
Tuesday, May 24, 2011
Advisory Board Session
Kellogg Center – Centennial Room**

8:00 a.m.

Breakfast Reception

Continental Breakfast

8:45 a.m.

Work Session Begins

Welcome – AnnMarie Schneider

Brief remarks from Governor Blanchard

Introductory Exercise Among Board Members

About the Center for Canadian Studies

Where it stands, What is the vision - AnnMarie

9:30 am **Center Orientation**

▪ Dawn Pysarchik, Associate Dean, International Studies and Programs (ISP) – How is the Center situated at Michigan State

▪ Mike Stokes, Budget Director, ISP – Explanation of Resources

▪ Claire Brender, Alumni Relations Director, ISP – MSU Alumni Relations in Canada

▪ Rolf Dietrich, International Advancement, ISP – MSU Advancement Planning in Canada (invited)

10:00 a.m. **Break**

10:15 a.m. **The Exchange between MSU and Canada**

Food, Water, Energy in the context of Transportation and Trade, Health and Safety

Stephen Blank (Overview)

- Teresa Bernardo (Great Lakes Restoration)
- Kurt Dewhurst (Arts and Culture, Collaboration)
- Robert Blake (Latin American and Caribbean Studies)

11:15 a.m. **Window View at the Intersection of Academia, Business, and Policy**

Warren Everson, Senior Vice President for Policy, Canada Chamber of Commerce and Executive Director for the International Chamber of Commerce

Discussants

Current Cross Border Collaborations

- Michael Jones (Fisheries & Wildlife)
- Dan Lynch (Global Trade, Dalhousie University)
- Jill McCutcheon (Veterinary Medicine)

12:30

Lunch Break

Reaching Across for Success

James Blanchard, Honorary Chair of the Board

Lunch Program

The Student Experience

- Student Affiliates (Michael Miller)
- CN Fellows (Lexi, Courtney, Kayleigh)
- Joyce Scholars (Bryce, Kristen, Courtney)

1:45 **Break**

2:00 p.m. **Return to Work Session**

The Role of the University in International Relations

Brief Remarks: Roy Norton, Consul General

Model of Collaboration -- Presentation

- David Closs (Supply Chain)

2:45 p.m. **Capacity Building—Facilitated Discussion**

- Network Connections
- Faculty Engagement
- Student Opportunities
- Policy Education
- Public Outreach

Methods for Getting the Work Done, Call to Action

Board structure, Open seat nominations

3:45 p.m.

Next Steps —Closing

4:00 p.m.

CN Reception with Key Address

Amghad Shehata, Vice President for Strategy and Governmental Affairs, UPS and former director for Transportation/Trucking/Railroad Industries
UPS is among the Corporate Advisors to U.S. President Barack Obama on doubling U.S. exports by 2015

Academic, Business, Policy Community invited.



CN FORUM
May 2011

MICHIGAN STATE
 UNIVERSITY

Wednesday, May 25th

MSU CN Forum

*Michigan State University's Canadian Studies Center, International Studies and Programs
 and Institute for Public Policy and Social Research, College of Social Science
 recognizes*

CN Railway Company for their generous support and sponsorship of the CN Forum.

The CN Forum is an annual event that gathers key academic, policy, and business leaders for discussion on issues that involve both Canada and the U.S. and their global connections. Former keynotes who have helped frame these issues include **Jim Blanchard**, former U.S. Ambassador to Canada and Michigan Congressman and Governor; **Harold Kvisle**, President and CEO of the TransCanada Corporation; **Paul M. Tellier**, former President and CEO of CN Railways; and, **Michael Kergin**, Canada's former Ambassador to the U.S. and Senior Fellow at the University of Ottawa's Graduate School of Public and International Affairs.

Today we welcome back Jim Blanchard, a Michigan State University graduate, as Honorary Chair of the Canadian Studies Center at Michigan State University. We extend special thanks to Karen Borlaug Phillips, Vice-President of CN for Public and Government Affairs for joining us today and especially for supporting an ongoing, transborder dialogue on issues related to transportation and trade.

We are delighted to host **Warren Everson**, Senior VP for the Canadian Chamber of Commerce and Executive Director of the International Chamber of Commerce, as the 2011 CN Forum Key Speaker. Mr. Everson works on the ground floor to build working relationships between business, government and cross border communities. He will address the challenges and opportunities when aiming to balance international trade, security and economic competitiveness on an international scale.

Audience input is encouraged – rather needed – and welcome.

Thank you for joining us.

11:00 a.m.	Noon
Registration, Lunch Networking	Remarks
	Karen Borlaug Phillips
11:30 a.m.	Vice-President of CN
Welcome and Introductions	Public and Government Affairs
AnnMarie Schneider	Canadian National Railway Company
Institute for Public Policy and Social Research	2011 CN Forum Keynote Speaker
Canadian Studies Center	Warren Everson
Michigan State University	Senior Vice President
Welcome Remarks	Canadian Chamber of Commerce
James Blanchard, Partner, DLA Piper	Executive Director, ICC
Former US Ambassador to Canada	
Former Governor and Congressman, Michigan	1:00 p.m. Open Audience Discourse
	1:30 p.m. Closing



Honorary Chair



James J. Blanchard

**DLA Piper, Partner
Co-Chair, Government Affairs
Practice Group**

500 Eighth Street, NW
Washington, DC 20004
United States

Governor James Blanchard joined DLA Piper upon the conclusion of his duties as United States ambassador to Canada in April 1996. In recognition of his outstanding performance as ambassador, Secretary of State Warren Christopher presented Governor Blanchard with the Foreign Affairs Award for Public Service in a ceremony at the Department of State, making him one of only a handful of ambassadors to receive this prestigious award.

Mr. Blanchard was named ambassador to Canada in May 1993, after serving two terms as governor of Michigan (1983-1991) and four terms as a member of the United States Congress (1975-1983). During his tenure as ambassador, Mr. Blanchard managed a broad range of trade, natural resources, environmental and national security issues between the United States and Canada, providing support critical to the passage of both NAFTA and the Open Skies Agreement.

Jim Blanchard remains active in Michigan and in US-Canada relations. In 2010, he was named co-chair of the Canada-United States Law Institute and, in 2008, he was a special guest at the InterAction Council's 26th Annual Plenary Meeting in Stockholm, a meeting of former world leaders who look beyond the immediacy of current issues and the limitations of national interests to focus on the long-term structural factors driving the global agenda.

About the Sponsors

Canadian National Railway Company

CN – Canadian National Railway Company and its operating railway subsidiaries – spans Canada and mid-America, from the Atlantic and Pacific oceans to the Gulf of Mexico, serving the ports of Vancouver, Prince Rupert, B.C., Montreal, Halifax, New Orleans, and Mobile, Ala., and the key metropolitan areas of Toronto, Buffalo, Chicago, Detroit, Duluth, Minn./Superior, Wis., Green Bay, Wis., Minneapolis/St. Paul, Memphis, St. Louis, and Jackson, Miss., with connections to all points in North America.



Karen Borlaug Phillips

**CN Vice President
Public and Government Affairs**

935 de La Gauchetière Street West
Montreal
Quebec, H3B 2M9
Canada

Karen Borlaug Phillips was appointed Vice-President, Public and Government Affairs in January 2010, with responsibility for CN's public and government affairs initiatives in Canada and the U.S. She had been VP, North American Government Affairs. Before joining CN, Mrs. Phillips was President of Policy & Advocacy Associates, a consulting firm providing strategic planning, research, and lobbying services on public policy issues relating to transportation, taxes, and trade. Previously, she was Senior Vice-President for Policy, Legislation and Communications of the Association of American Railroads (AAR), where she was responsible for development of rail industry policy, promotion of the industry's legislative goals and direction of AAR's media and public relations activities.

An economist, Phillips has worked in Washington, DC in various capacities including vice-chairman of the Interstate Commerce Commission, Chief Economist and Tax Economist for the Senate Committee on Finance, and Staff Member for the Republican Senate Committee on Commerce, Science, and Transportation.



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Institute for Public Policy and Social Research College of Social Science

www.ippsr.msu.edu

The Institute for Public Policy and Social Research (IPPSR) applies research to pressing public policy issues and builds problem-solving relationships between the academic and policymaker communities. Over the past three decades, IPPSR has built a reputation for serving leaders and scholars with top-notch applied and survey research, inviting discussion, and world-class political leadership training. Input from the academic community as well as the policy and business sector drives the institute's efforts.

The Institute is directed by Dr. Douglas B. Roberts. Dr. Roberts holds more than 28 years of experience in Michigan government, serving as state treasurer, director of the Senate Fiscal Agency, deputy superintendent of the Department of Education, deputy director and then acting director of the Department of Management and Budget (DMB). He played a major role in the creation and adoption of what is now called "Proposal A." He also served for two years as a vice president with Lockheed Martin IMS. He holds doctorate and master's degrees in economics from MSU and a bachelor's degree in economics from the University of Maryland. He has been affiliated with IPPSR since April 2003.

Canadian Studies Center International Studies and Programs

canadianstudies.isp.msu.edu

Michigan State University's Canadian Studies Center is focused on creating means of engagement for the academic, policy and business community. Through teaching, research and outreach activities, like the CN Forum, the center promotes an understanding of Canada and creates international connections that lend to discovery and problem solving.

AnnMarie Schneider directs program planning and development for MSU's Institute for Public Policy and Social Research. Among programs under her direction is Michigan's Legislative Leadership Program, an MSU-administered policy orientation and research brief for newly-elected members of the State legislature, and; the Michigan Applied Public Policy Grant Program for university faculty with policy-related research interests. Noted for her work in both the public and private sector for strategic planning, network building and program implementation, she more recently was asked to direct MSU's Canadian Studies Center. Here she is charged with encouraging interest among students, faculty, and community leaders in international relations, as well as strengthening cross border university collaboration.



Warren Everson

2011 CN Forum Key Speaker

Warren Everson was appointed Senior Vice-President, Policy with the Canadian Chamber of Commerce in September 2010. His responsibilities include the identification of priority issues and development of related policies. Mr. Everson manages a multi-sectoral team of researchers and lobbyists, and coordinates the work of eight policy committees. He joined the Chamber from Strategy Corp, a government relations consultancy based in Ottawa and Toronto.

Mr. Everson was a Director of government relations at Bell Canada. He played a role in the company's vigorous campaign for regulatory reform and in the company's successful Cabinet appeal on voice over Internet Protocol.

Before joining Bell Canada, Mr. Everson was the Vice President for Policy and Strategic Planning for the Air Transport Association of Canada during a turbulent period which included the attacks of 9/11 and the outbreak of SARS in Canada. In addition to handling parliamentary relations, media and communications, he had responsibility for subjects such as taxation and immigration security.

Through the 1990s, Mr. Everson was President of Saramac Consulting Services, where his practice focused on privatization and public service management.

During his decade-long career in government, Mr. Everson served as Chief of Staff to the Minister of Transport and the Solicitor General, and was on the staffs of five other Ministers. In 1992 he was the Executive Director for the National Transportation Act Review Commission and also served as a Commissioner for the Transportation Safety Board Review.



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Special thanks to MSU Leadership for encouraging and supporting this effort.

Please acknowledge the Canadian Studies Center (CSC) Advisory Council

James J. Blanchard
Honorary Chair

Dawn Pysarchik
CSC Administrative Advisor
Senior Associate Dean for International Studies and Programs, Professor of Department of Advertising, Public Relations and Retailing

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Lou Anna K. Simon, President

Kim Wilcox, Provost

**Jeffrey Riedinger, Dean
International Studies and Programs**

Student Advisors:

Graduate Student, Kayleigh VandenBussche,
Economic Policy

Graduate Student, Abigail Lynch, Fisheries and
Wildlife

Undergraduate Student, Brian Folmar, Political
Science and History

Undergraduate Student, Bryce Coon,
Interdisciplinary Social Science, Teacher Education

Student Assistants

Emily Maki, Managerial Advertising
Lauren Meunier, Teacher Education
Trent Pysarchik, Education, Social Studies

CSC Scholarship Recipients

CN Scholars: Alexandria Marques, Business
Major, Supply Chain
Eric Phillips, Urban Transportation
and Design
Courtney Stevens, Economic Policy
Kayleigh Vandenbussche, Economic
Policy and Political Science

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