

Great Lakes International Trade and Transport Hub Summit
Kellogg Center, East Lansing, MI -- October 16 through October 18

*Economic Development Stimulation between the Great Lakes Region, Ontario and Nova Scotia
Using Emerging Global Supply Chain Solutions*

PARTICIPANT BIOGRAPHIES

Sunday, October 16



David Hollister, GLITTH Steering Committee Chair
Senior VP for Strategic Initiatives
Prima Civitas Foundation
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David Hollister has dedicated his life to public service. Currently, he is the Senior Vice President of Strategic Initiatives at Prima Civitas Foundation (PCF), a 501 © (3) nonprofit organization based in Lansing, Michigan. Previously he served Governor Granholm as head of Michigan's Department of Labor and Economic Growth. Before coming to state government he served ten years as Lansing's Mayor. Before his election as mayor he spent nearly twenty years in Michigan's House of Representatives.

While working as a fulltime teacher, David Hollister ran and won a seat on the Ingham County Commission in 1968. In 1974 David Hollister embarked on a new challenge when he was elected to the Michigan House of Representatives. A fixture on the powerful appropriations committee, he chaired the social services subcommittee for over a decade. David Hollister was elected Lansing's mayor in 1993. Mayor Hollister's successes include \$2.9 billion in investments to city infrastructure and civic life. Mayor Hollister oversaw the introduction of professional sports to Lansing by bringing a minor league baseball team to the city. Mayor Hollister was a principal actor in many significant agreements with the state of Michigan leading to the construction of new buildings housing the Legislature, Supreme Court, and state government in Lansing. Mayor Hollister's time in office was characterized by close engagement with Michigan State University and cooperation with the region's business and labor communities.

David Hollister came to PCF in 2006 determined to expand economic opportunities for Mid-Michigan's residents. PCF seeks to boost Mid-Michigan's economy by employing a mega regional approach. He sits on the Genesee Global Intermodal Corridor Initiative to redevelop Flint's largest brownfield, the Buick City site. Partnering with the C. S. Mott Foundation and the Flint Chamber of Commerce, David Hollister sits on the Genesee Global Action Team. David Hollister maintains his commitment to Lansing by sitting on the Tri-County Regional Planning, Keep Learning, IT Advisory, Capitol Area *Michigan Works!*, and Information Technology Empowerment Center boards.

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Russell MacLellan
24th Premier of Nova Scotia
Senior Counsel, Wickwire Holm
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With his vast experience at both the provincial and federal government levels, and his proven track record in public consultation and consensus-building, Russell brings a unique array of experience to the firm. An accomplished TaeKwon Do Black Belt, the former Nova Scotia Premier served as executive assistant to the president of the Cape Breton Development Corporation and as legal counsel and assistant secretary for the Sydney Steel Corporation before re-entering private law practice in Sydney in 1973.

A continuous member of the House of Commons (1979 – 97), Russell held numerous high-profile positions including service as Parliamentary Secretary and party critic for the ministries of Mines, Regional Industrial Expansion, Health and Welfare, Energy, Consumer & Corporate Affairs and Justice. At the provincial level, in addition to his service as Premier, he served as Minister of Intergovernmental Affairs, Minister responsible for Aboriginal Affairs, and Minister responsible for the Petroleum Directorate. He has represented Canada at the World Health Organization and the United Nations.



AnnMarie Schneider, GLITTH Vice Chair
Institute for Public Policy and Social Research
Director, Canadian Studies Center
Michigan State University
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With over 20 years experience in communications and government relations, Ms. Schneider directs MSU's Legislative Leadership Program, an education forum that helps newly-elected state legislators make the transition from candidate to policy maker. In conjunction, she developed and continues to lead the Institute for Public Policy and Social Research (IPPSR) annual Public Policy Forums, an annual series of community discussions focused on policy-related issues facing the State. She also administers a campus-based grant program which encourages applied research of pressing societal problems. Since the advent of term limits, Ms. Schneider has helped model the development of programs such as the Michigan Political Leadership Program (MPLP) on a national and international level.

Ms. Schneider also directs the Canadian Studies Center at Michigan State University. There, she is responsible for creating international communication networks comprised of academic, business, and government leaders. She works with international faculty to cultivate multi-national, multi-university (both domestic and international) grant partnerships. She has led well-noted public discussions on cross border issues, while reaching out to faculty and students to cultivate research and policy interest in Canada's global connections as well as the U.S and Canada relationship.

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Before joining Michigan State, Schneider directed similar efforts for state departments, the Cabinet Council on Human Investment, and Michigan's Office of the Governor. Earlier in her career, she taught at Spalding University and served as a professional speech and language pathologist for the University of Louisville, Humana Inc. Hospitals, and Jefferson County Schools in Kentucky. She earned her B.A. and M.S. in Speech and Communication from Bellarmine University and the University of Louisville, respectively.



Daniel F. Lynch, GLITTH Vice Chair
Centre for International Trade and Innovation
Dalhousie University
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Daniel F. Lynch is an Associate Professor and Director, Centre for International Trade & Transportation at Dalhousie University in Halifax, Nova Scotia. Previously he was on the faculty of Marketing & Supply Chain Management at Michigan State University and he was an Associate Professor, Department Chair, and Associate Dean at Montana State University-Billings. He received his Ph.D. in Marketing & Logistics from the University of Arkansas, his M.P.A. from the University of Colorado-Boulder and his B.S. degree from Fairleigh Dickinson University.

His publications have appeared in the *Journal of Operations Management*, *International Journal of Operations and Production Management*, *Journal of International Marketing*, *Industrial Marketing Management*, *Journal of Business Logistics*, *International Journal of Logistics Management*, *Journal of Strategic Marketing*, *Business Horizons*, *Marketing Education Review*, *Academy of Marketing Studies*, numerous national and international conferences, as well as several book chapters and cases. Additionally, he serves on the Editorial Review Board of the *International Journal of Logistics Management*, *Journal of Business Logistics*, and the *Journal of Transportation Management*. He serves on the Board of Directors of the *Canadian Transportation Research Forum* and the *Canadian Studies Center* at Michigan State University. Additionally, he is Vice-Chair of the *Great Lakes International Trade and Transport Hub Steering Committee*. He has been awarded the *Educator of the Year Award* from the Denver Transportation Club and *Teacher of the Year Award* from the Michigan State University Supply Chain Association.

His research interests include: Global supply chain alliances, supply chain & marketing strategy, e-commerce, transportation and sustainability. His professional experience includes over twenty years of retail ownership, transportation administration and warehouse operations. His research, executive education and consulting includes companies such as: **IBM**, the **Department of Homeland Security**, **UPS**, **AT Kearney**, **Bristol-Myers Squibb**, **MASCO Corporation**, **Clipper Windpower**, **Steelcase**, **Siemens**, and **Conway / Menlo Logistics**.

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6:30pm OPENING SESSION: Defining the barriers to more regional trade



David Closs

John H. McConnell Chaired Professor of Business Administration
Chairperson, Dept. of Marketing and Supply Chain Management
Michigan State University Broad School of Business
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Dr. David J. Closs is the John H. McConnell Chaired Professor of Business Administration in the Department of Marketing and Supply Chain Management at Michigan State University. Dr. Closs completed his MBA and Ph.D. at Michigan State in 1978 focusing on the topics of marketing, logistics and management science.

Dr. Closs has been extensively involved in the development and application of computer models and information systems for logistics operations and planning. The computer models have included applications for location analysis, inventory management, forecasting and routing. The information systems development focuses on inventory management, forecasting and transportation applications. His experience has focused on the logistics related issues in the consumer products, medical and pharmaceutical products and parts industries. Dr. Closs actively participates in logistics executive development seminars and has presented sessions in North America, South America, Asia, Australia and Eastern Europe. Dr. Closs' primary research interests include supply chain strategy, information systems, security, and planning techniques. He was one of the principle researchers in two studies completed by Michigan State University investigating world-class logistics and supply chain capabilities.

Dr. Closs has authored and co-authored numerous articles and made presentations regarding world-class logistics and supply chain capabilities and logistics information systems applications.

Dr. Closs is an active member in the Council of Logistics Management and was Editor of the Journal of Business Logistics. He is Executive Editor of Logistics Quarterly.



Bill Hall

Director, Production Programming and Scheduling
Chrysler Group LLC
PO Box 21-8004
Auburn Hills, MI 48321-8004

Bill Hall is the Director of Production Programming and Scheduling at Chrysler Group LLC. In this capacity he is responsible for developing the production plans for all assembly plants, determining supplier component capacity requirements, creating the assembly plant build sequences, issuing supplier releases, and resolving component constraints. Bill's organization is part of the Supply Chain Management Office at Chrysler, which also entails demand planning, sales and operations planning,

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customer order management, logistics, and supply parts risk mitigation. Bill has over 30 years of experience working in the automotive industry, including 27 years at Chrysler and 3 years at General Motors. He has served in a variety of capacities, including supply chain management, purchasing, product planning, interactive marketing, strategic planning, manufacturing engineering, and plant supervision. He earned an MBA from Harvard Business School and holds a B.S. in Engineering from the University of Michigan.



Don Weintritt

Global Director Next Generation Business Processes and Technologies
The Dow Chemical Company
Phone: 800.422.8193

Monday, October 17

SESSION I:

BUSINESS and INDUSTRY COLLABORATION – Strategic Planning Initiative I



Key Presenter:

Douglas Rothwell

CEO, Business Leaders of Michigan

Phone: 313.259.5400

Email: dougrothwell@businessleadersformichigan.com

Doug Rothwell has worked as an executive in the public, private and non-profit sectors having worked for three state Governors and two Fortune 500 companies. As President & CEO of Business Leaders for Michigan, a business roundtable of the state's top 75 CEOs, he has led efforts to make Michigan a top ten state for economic growth through state policy changes and privately-led economic development initiatives.

Doug holds a Masters of Public Administration degree from the University of North Carolina at Chapel Hill, a Bachelor of Arts degree from the University of Delaware and attended the John F. Kennedy School's residential program for Senior Executives in State and Local Government at Harvard University.

He is one of handful of state executives to be honored with the National Governors' Association's outstanding public service award and also received the President's Outstanding Public Service award from the University of Delaware. His leadership in economic policy and development has been recognized by being named Real Estate Innovator of the Year by CoreNet Global, CEO of the Year by Automation Alley, Michigan's Champion of Economic Education by the State's Economic Education Council and the Outstanding Regional Leader of the Year by the Engineering Society of Detroit.

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9:20am Panel Discussion: What are the key actions needed to drive business and industry collaboration?



Panel Facilitator:
Jim Smiertka
Senior Vice President and General Counsel
Prima Civitas Foundation
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James Smiertka is the Senior Vice President & General Counsel for Prima Civitas Foundation, (PCF), the East Lansing-based non-profit corporation initiated by Michigan State University for economic development outreach and facilitation purposes. Jim is an attorney who has practiced in both the private and public sectors during his career. He has served as the general counsel for the Prima Civitas Foundation (PCF) for the past five years overseeing legal matters related to PCF activities.

Jim also functions as a principal in PCF economic development projects throughout Michigan. He assists local communities and groups to create economic development non-profits of varying natures; advises and consults with local governments regarding a variety of legal and administrative matters, including intergovernmental cooperation; networks and collaborates with various governmental and private groups throughout Michigan concerning economic and workforce development; and links the above groups and agencies to assets and resources on a regional basis to facilitate their respective goals and objectives. Currently, he is advising the groups creating and developing the I-69 International Trade Corridor and the Great Lakes International Trade and Transport Hub.

Prior to his engagement with PCF, Mr. Smiertka served for over four years as Senior Policy Executive, Special Assistant for Legal Affairs, and Acting Deputy Director for the State of Michigan Department of Labor & Economic Growth. From 1994–2004, Mr. Smiertka was City Attorney of Lansing, Michigan. During his tenure as City Attorney, Jim's office was responsible for enabling the City to engage in the procurement of a minor league baseball team and the construction of the stadium in the downtown. His office also facilitated and legally counseled multi-jurisdictional projects of significant regional importance, such as: intergovernmental agreements resulting in the two new world-class General Motors assembly plants in a neighboring community; the Jackson National Life headquarters in Alameda Township; and residential developments across municipal boundaries.

Born in Detroit, Jim graduated from the University of Detroit with a bachelor's degree in business management and earned his Juris Doctor from the Michigan State University College of Law.

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Panel Members:

Bernie Scibienski

Vice President of Operations
Landaal Packaging Systems Landaal Trucking
Email: Bernie.scibienski@landaal.com

Bernie Scibienski brings 30 years of product experience. He has held multinational leadership roles in Production Control and Logistics, Operations, Product Management, Purchasing, Mergers and Acquisitions, while working with General Motors, Lignotock, Johnson Controls, TRW, Findlay Industries and Magna International. Bernie has been a Keynote Speaker at The Global Auto Industry Forums on China, the combined Michigan Council of Supply Chain Management Professionals and the Western Michigan Council of Supply Chain Management Professionals. He consults for Standard and Poor's, Automotive Advisory Partners, LLC and serves as Vice President of Operations for Landaal Packaging Systems. While with the Intier Automotive/Magna Group, Bernie was responsible for establishing and executing their Low Cost Country strategy, resourcing 20% of their controllable spend and establishing a centralized team in China for domestic programs.

He is a recipient of a US Army Scholarship, named to Who's Who in American Universities, and holds a Bachelor degree in Business and Economics, with postgraduate studies at Kettering University in Science in Manufacturing Management and at University of Phoenix.



Dan Casey

CEO, Economic Development Alliance
St. Clair County
Phone: 1.877.982.9511

Dan Casey, EDA's Chief Executive Officer is responsible for overseeing all activities of the EDA. Dan's role includes providing leadership and direction to execute the region's vision of economic growth & prosperity in St. Clair County via coordination, development and implementation of various economic development strategies. As CEO, Dan serves as the areas economic community outreach spokesperson and works closely with private industry, government and numerous local, regional and state partners.

Kristen Claus

Executive Director
Sault Ste. Marie Economic Development Corporation
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Kristen Claus was recently appointed as the Executive Director of the Sault Ste. Marie Economic Development Corporation. Under the direction of the Economic Development Corporation's board of directors, she directs and coordinates the activities of the EDC in promoting and encouraging economic development, retention and expansion in the city. She also acts as the administrator of the city's Tax

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Increment Financing Authority, handling all aspects including maintaining all records and issuing bonds. She also serves as the administrator of the Brownfield Redevelopment Authority, including the recommended designation of Brownfield districts, the preparation of Brownfield Plans, and the administration of activities relating to the various programs relating to the Brownfield program, including the development of a City revolving Loan program and the coordination of Brownfield Tax Credits with MEDC.

Ms. Claus is also the administrator of the City's Local Development Financing Authority, which provides funding for the new Sault Ste. Marie SmartZone, where she sits on the Board of Directors. Before being appointed to her current positions Kristen Claus was the City Planner for the City of Sault Ste. Marie for over three years. Ms. Claus has managed several state and federal grants for the City. In her planning capacity she served as staff support to the City Commission, Planning and Development Commission, Historical Development Commission, Airport Advisory Board, and various other commissions, boards, and advisory groups assigned by the Planning Director.

Ms. Claus holds a Masters Degree in Urban Planning from Eastern Michigan University and a B.S. Degree in Aviation Management and Operations from Western Michigan University. Among her past experience, Kristen was employed as the Clerk/Treasurer of the Village of Stockbridge and as an Aviation Planner for Mead and Hunt. As an Aviation Planner she was responsible for airport master plans, site selections studies, state aviation system plans, feasibility studies, airport zoning, and airport land use compatibility guidance.

Felicia Fairchild

Executive Director

Saugatuck – Douglas Convention and Visitors Bureau

Phone: 269.857.1701

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Ms. Fairchild is a seasoned executive with extensive experience in both the international and U.S. domestic travel industries. She began her career with Pan American World Airways in New York City where she served in various executive level Marketing and Public Affairs positions. She also held Executive Level Marketing positions with Columbia Air, Pacific Southwest Airlines and Air West International before joining UNICEF as Director of Public Relations/ Communications for the United States.

She is currently the Executive Director of the Saugatuck/Douglas Area Convention & Visitors Bureau where she is credited with raising tourism revenues 1,597% since her arrival. Under her leadership the Bureau was named one of the top 10 small visitors bureaus in the United States, by the U.S. Department of Commerce, based on her innovative marketing practices. From 1993 to 2001 Ms. Fairchild was appointed by Governor Engler as a Travel Commissioner for the State of Michigan. As a Commissioner she was instrumental in resurrecting the luxury cruise industry in the Great Lakes and spearheaded the return of luxury cruise ships into Michigan waters after a 35-year absence. She has served as president of the "Michigan's Beachtowns" Association since 2003; she was recently appointed Vice Chair Media for the Board of Directors of the Michigan Port Cities Collaborative; she serves on the Board of Directors of the Great Lakes Small Harbors Coalition and is the appointed liaison to the Saugatuck-Douglas Harbor Committee for the Tri Community area. Ms. Fairchild was also named by the region's

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Business Journal as one of the 26 most influential women in West Michigan and received the Tourism Industry Service Award from the West Michigan Tourist Association.

Carolyn Gawlik, Sr.

Director for Transportation, Distribution and Logistics
Detroit Regional Chamber
Phone: 313.596.0443
Email: cgawlik@detroitchamber.com

Carolyn Gawlik holds an MBA from University of Detroit Mercy and a BA from Michigan State University in Materials and Logistics Management. Ms. Gawlik joined the Detroit Regional Chamber in 2007 and was appointed as Senior Director of the Transportation, Distribution and Logistics Program in February 2011. As Senior Director, Ms. Gawlik is responsible for TranslinkeD, an initiative to create a regional industry cluster of excellence around transportation, distribution and logistics by linking the region's rich assets in business, talent, infrastructure and location. TranslinkeD connects people who are working to bring more freight to the region and expand the TDL industry, thereby creating jobs and investment.

Bryce Kelley

Development Officer
ADC, Interim Chief Administrative Officer
Wayne County EDGE
Phone: 313.224.7553
Email: bkelly@co.wayne.mi.us

Bryce Kelley is a Development Officer for Wayne County's Economic Development Growth Engine (EDGE) and serves as the Interim Chief Administrative Officer for the Aerotropolis Development Corporation. He previously held a series of senior management positions for Van Buren Township in Western Wayne County. During his tenure in Van Buren Township, Mr. Kelley was fortunate to be a part of and in some cases the lead administrator for: planning and development of the Grace Lakes Corporate Center; creation and management of the township's Local Development Finance Authority; development of over 3 million square feet of new industrial/warehouse space, over 300,000 square feet of new retail space, and approximately 3000 residential dwelling units; planning and negotiation of over \$10,000,000 in funding for reconstruction of public roads through Federal, State, County and local programs; purchase of over 80 acres of vacant land for public use; issuance of nearly \$40,000,000 in economic development bonds; and \$500,000 in CDBG programming and projects.

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SESSION II:
ASSETS AND INFRASTRUCTURE INTEGRATION – Strategic Planning Initiative II



Key Presenter:

Kirk T. Steudle, P.E.

Director, Michigan Department of Transportation

Phone: 517.373.2114

Email: SteudleK@michigan.gov

Kirk Steudle was appointed Director of the Michigan Department of Transportation (MDOT) by Gov. Rick Snyder on Jan. 1, 2011. He also served as State Transportation Director from 2006 to 2010.

As State Transportation Director, Steudle oversees MDOT's more than \$3 billion budget and is responsible for the construction, maintenance and operation of nearly 10,000 miles of state highways and more than 4,000 state highway bridges, at a department with 2,500 employees. He also oversees administration of a wide range of multi-modal transportation programs and projects that range from Aviation to the Zilwaukee Bridge.

Steudle is the 2010-11 Vice President of the American Association of State Highway and Transportation Officials (AASHTO), and serves on the AASHTO executive committee. He also chairs the AASHTO standing committee on performance management and the subcommittee on asset management. In addition, he chairs the Strategic Highway Research Program (SHRP) II oversight committee and the implementation report to the U.S. Congress. He is a national expert in Connected Vehicles Technology, a high-tech highway operations technology that enables highway vehicles to communicate with roads and each other to improve safety and mobility. Steudle is on the board of directors for the Intelligent Transportation Society of America (ITS America) and the Engineering Society of Detroit, the largest engineering society in the country.

Born and raised in Adrian, Mich., Steudle graduated from Lawrence Technological University with a Bachelor of Science degree in construction engineering. He is a registered professional engineer and has been with MDOT since 1987 when he was hired as an engineer trainee, serving in various positions across the state throughout his career.

In 2010, Steudle was recognized nationally for his continuous outstanding service and exceptional contribution to highway engineering with the prestigious Thomas H. MacDonald award from AASHTO. In 2011, he was awarded the P.D. McLean Award for excellence in highway transportation, from the Road Gang, a Washington transportation fraternity.

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11:10am Panel Discussion: What are the key actions to drive asset and infrastructure integration?

Panel Members:

Christopher Dingman

Northern Border Specialist
U.S. Department of Transportation
Phone: 517.702.1830
Email: Christopher.Dingman@dot.gov

Christopher Dingman joined the Federal Highway Administration in 2007, and was named the Northern Border Transportation Specialist in October 2010. In that role, he assists the 11 Northern Border States with surface transportation policy initiatives, intermodal research, and the project development process along the 5,525 mile U.S./Canadian border.

Prior to joining FHWA, Mr. Dingman spent a combined 12 years as a transportation planner with the metropolitan planning organizations in Muskegon and Grand Rapids.

Chris holds degrees from Grand Valley State University in Michigan and the University of Nebraska. He works out of the FHWA Michigan Division office in Lansing.

Marge Byington

Executive Director for Corporate Affairs
Continental Rail Gateway
Phone: 313.719.6422
Email: mbyington@crgateway.com

Marge Byington, whose Michigan roots are seven generations deep, has a background in public policy, business and community service. She has been involved with the Detroit-Windsor rail tunnel and border freight capacity issues since 1998. Presently she is Executive Director of Corporate Affairs for the Continental Rail Gateway.

Byington served on the Kent County Board of Commissioners in Grand Rapids area from 1978-88, including three years as its first female chair. In Lansing, she was chief deputy director of the Michigan Department of Commerce from 1991-93 as an appointee of Gov. John Engler. Areas of focus included industry-focused job training, as well as initiatives to attract and retain businesses.

The next government position took her to Detroit as an economic development adviser to Mayor Dennis Archer in the mid-1990s, when she helped develop economic development strategies.

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In the private sector during the late 1990s, Byington and a partner generated hundreds of jobs in a Renaissance Zone of Detroit through revitalization of vacant industrial sites, now used by three automotive suppliers.

Community activities include service as a trustee of the Michigan Nature Conservancy (16 years) and Aquinas College in Grand Rapids (13 years). Other board memberships have included Detroit Medical Center (executive board), Michigan Arthritis Foundation, Grand Rapids Art Museum and VanAndel Foundation.

Among civic honors are an Athena Award from the Grand Rapids Area Chamber of Commerce in 2008 and Michigan Women's Foundation recognition in 2010 with a Women of Achievement and Courage award.

Bradley Hull

Assoc. Professor and Reid Chair
Dept. of Management, Marketing, and Logistics
John Carroll University
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Bradley Hull, Ph.D., held prior faculty positions at Washington University and has taught at Case Western Reserve University and Kent State University. Prior to joining John Carroll he had an extensive career in the oil and chemicals industries with British Petroleum. During that time he managed several oil and chemical supply chains. He directed the logistics activity for BP Chemicals Company and managed much of the Alaskan Oil supply chain.



Janice Karcher
Vice President
Genesee Regional Chamber of Commerce
Phone: 810.600.1430
Email: jkarcher@thegrcc.org

Janice Karcher, Vice President – Economic Development, serves as the head of the Economic Development Group at the Genesee Regional Chamber of Commerce in Flint/Genesee County, Michigan.

Karcher 's current duties include the development and coordination of Genesee County economic development strategy and support of economic development staff. Other significant duties include regional collaboration and government relations.

Karcher spearheaded strategic planning for the Regional Chamber for three years. Karcher has been actively involved in economic development fundraising campaigns and ongoing investor relations programs. Karcher is a current participant in the German Marshall Fund U.S. Cities in Transition Project.

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Karcher holds the position of Secretary of the Board of the Michigan Economic Developers Association. She holds a Bachelor of Arts degree from Central Michigan University & Goethe Institute, Germany.

Craig Crawford

President and CEO

Ontario BioAuto Council

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SESSION III:
WORKFORCE, TALENT AND EDUCATION – Strategic Planning Initiative III



Key Presenter:

Jeff Mason

Executive Director

University Research Corridor

Phone: 517.290.8321

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Jeff Mason is Executive Director of Michigan's University Research Corridor which is an alliance between Michigan State University, the University of Michigan, and Wayne State University to transform, strengthen, and diversify Michigan's economy. The vision of the University Research Corridor (URC) is to play a key role in creating a vibrant Michigan economy that leverages the intellectual capital of its three public research universities, to work proactively to attract the knowledge economy businesses that can find the research activity that feeds new enterprise, educate the workforce, and plants the seeds for the new industries of tomorrow.

Prior to joining the URC as Executive Director in July, 2009, he served as Senior Vice President and Chief Business Development Officer for the Michigan Economic Development Corporation. In that role Mason led a team responsible for the retention and expansion of existing Michigan businesses as well as the attraction of national and international companies to Michigan. In 2008, that team assisted businesses in creating or retaining over 105,000 jobs and over \$7.6 billion in private investment.

Before becoming Chief Business Development Officer, Mason headed up the Technology Development Group working to grow Michigan's technology oriented segments of our state's economy. Technology Development was engaged in the areas of technology transfer and commercialization, venture capital, entrepreneurship, and business development. Their focus was in the sectors of life sciences, homeland security, and advanced automotive technologies that make up Governor Granholm's 21st Century Jobs Fund, a \$1.0 billion, ten-year fund designed to grow and diversify Michigan's economy.

He serves on a number of technology organizations boards including the Michigan Manufacturing Technology Center.

Jeff received a Bachelor of Arts in Business Administration from Michigan State University.

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1:50 p.m. Panel Discussion: What are the key actions to drive workforce, talent, and education?



Panel Facilitator:

Marietta Baba

Dean, College of Social Science

Michigan State University

Phone: 517-355-6675

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Marietta L. Baba is Dean of the College of Social Science, and Professor of Anthropology, at Michigan State University. Previously, Dr. Baba was Professor and Chair of the Department of Anthropology, and founding director of the Business and Industrial Anthropology program at Wayne State University in Detroit, MI. From 1994-1996, Dr. Baba was Program Director of the National Science Foundation's industry-funded research program entitled *Transformations to Quality Organizations*, now *Innovation and Organizational Change*.

Dr. Baba is the author of more than 75 scholarly and technical publications in the fields of organizational culture, technological change, and evolutionary processes. In 1998, she was appointed to serve on Motorola's global advisory Board of Anthropologists, the first of its kind in the U.S. Dr. Baba was a founding member and past president of the National Association for the Practice of Anthropology (NAPA, 1986-1988), a section of the American Anthropological Association (AAA). She served on the Executive Committee and Board of Directors of the AAA (1986-88). In addition, she was appointed Advisory Editor for Organizational Anthropology for the American Anthropologist (1990-1993).

Currently, she is a member of the Editorial Board of the Journal of Business Anthropology. In 2008, Dr. Baba was honored with the Conrad Arensberg Award for her contributions to the anthropology of work by the Society for the Anthropology of Work, a section of the American Anthropological Association. Dr. Baba holds an MBA with highest distinction from the Advanced Management Program at Michigan State University's Eli Broad Graduate School of Management, and a PhD in Physical Anthropology from Wayne State University (doctoral research conducted in the School of Medicine). She is an inventor on a U.S. patent for ethnohistorical mapping methodology (Patent No. 4773862) and is listed in *Who's Who in America*.

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Panel Members:



Sam Singh
Senior Consultant
New Economy Initiative
Phone: 313.961.6675

Sam Singh is senior consultant to the New Economy Initiative. He is also a senior policy consultant with Public Policy Associates in Lansing. In his role with NEI, Singh will be responsible for working on workforce development strategies and leveraging NEI's work with state and federal entities.

Singh was president and CEO of the Michigan Nonprofit Association for 10 years and also served as the mayor of the city of East Lansing. He has served on a wide range of nonprofit boards and committees, including City Connect Detroit and the Governor's Council on Asian and Pacific American Affairs. In 2008-09, Singh took a 16 month, self-funded sabbatical in which he traveled to 46 countries to examine international nonprofit groups. His experiences are documented at www.singharoundtheworld.com.

Singh holds a B.A. in history from Michigan State University and is a graduate of the Michigan Political Leadership and National Collegiate Leadership programs. He was named Spartan of the Year by State News, the Michigan State student newspaper.



Amy Cell
Senior Vice President, Talent Enhancement
Michigan Economic Development Corporation
Phone: 517.241.5499
Email: amy@michigan.org

Amy Cell serves as senior vice president of talent enhancement for the Michigan Economic Development Corporation (MEDC). She directs talent programs to support attraction and retention, economic gardening and entrepreneurship. Cell previously was vice president, talent enhancement and entrepreneurial education for Ann Arbor SPARK where she created the talent function for SPARK and launched a number of innovative programs to help support growing innovation based companies and start-ups.

Cell also worked as a CPA for Plante & Moran and launched an Office of Student Life for the Ross School of Business. She spent 10 years in a variety of human resources roles at Ford Motor Company, the Stanford Research Institute, Applied Biosystems and co-founded the consulting partnership HR Drivers, based in Silicon Valley, where she helped develop outsourcing models and programs for HR service delivery to start-up organizations. Cell holds a BBA and MBA from the University of Michigan.

Thomas Crampton
Executive Dean
Mott Community College
Phone: 810.762.0506

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Email: Thomas.Crampton@mcc.edu

Tom Crampton is the Executive Dean – Regional Technology Initiatives (RTI) at Mott Community College in Flint, Michigan. The RTI office oversees the operation of the Regional Technology Center/M-TEC and focuses on emerging technology initiatives, economic and workforce development, and strategic partnership building. In this role, Tom works with community colleges and universities on a regional, state and national basis, with business and industry partners across the region, and manages several applied research projects involving development of medical devices, advanced manufacturing systems and e-Learning solutions. Tom has been at Mott since 1987 and was a professor in the Design Technology program prior to this appointment. Before coming to Mott, Tom spent 9 years in industry as a mechanical designer. He has a BS from Central Michigan University and an MS from Eastern Michigan University.



Neil Sheridan
Director
Kettering University TechWorks
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Neil Sheridan is the Director of Kettering University's TechWorks Program which focuses on creating and growing advanced technology startup businesses in the Flint region. Neil also teaches International Management and Marketing at Kettering. The rapidly growing TechWorks program now serves 60 concept teams, 12 growing companies, and has trained over 300 knowledge workers in the commercialization of new technological advances. Kettering, formerly GMI, is a leading U.S. applied sciences and engineering university noted for its Cooperative Education model and strength in teaching emerging technologies.

Neil is a technology commercialization expert who serves on numerous U.S. National Science Foundation innovation grants review panels, including for: Alternative Energy, Engines, Energy Systems, Photonics, Advanced Materials, Biomedical Devices, Robotics, Information Technologies, and Environmental Remediation. His academic research interests focus on the successful leadership of innovation.

At Kettering University, he led the proposal development for the recent \$1.6 million Kern Family Foundation-funded "Entrepreneurship across the Institution" initiative. Virtually every faculty member will involve experiential learning about innovation and entrepreneurship in their course curriculum. Classroom activities will be also be supported by numerous related extracurricular opportunities.

Neil is a Steering Committee member for the C.S. Mott Foundation-funded "Moving Ideas to Market" program of the Prima Civitas Foundation. In Flint, working with the Mayor and local officials, he helped prepare a regional economic development playbook used for state and federal collaborative work.

Neil has over 25 years of experience in International Business, working in management and consulting at IBM, JP Morgan, and KPMG in the U.S. and Europe. Neil holds dual U.S. and Irish dual citizenship and is fluent in German.

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Neil earned an MBA in Finance from New York University and a Bachelors degree in International Affairs from Drew University.



Lawrence Molnar

Associate Director

Institute for Research on Labor, Employment, and Economy

University of Michigan

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Lawrence A. Molnar, is a research faculty member at the University of Michigan, within the Office of the Vice President for Research. He is the Director of the EDA University Center for Economic Diversification at the University of Michigan, Associate Director of the Institute for Research on Labor, Employment and the Economy, President of the Educational Association of University Centers, and President of the Michigan Business Incubator Association. His B.A. program in Journalism and M.A. program in Telecommunication/Management are from Michigan State University, College of Communication Arts and Sciences, with his Ph.D. program at the University of Michigan, School of Information. He has been at the University of Michigan for 25 years. He has over 25 years of experience in the academic and private sectors in research and projects relative to economic development, business incubation, technology transfer, and information science. He is currently the principal investigator for the EDA-funded Community Economic Adjustment Program. CEAP assists communities in Michigan, Ohio, Indiana, Illinois, Wisconsin, and Minnesota that have been affected by major manufacturing plant closures.

His interests include intelligent information systems, the diffusion of innovation, economic development, and advanced telecommunication technology. He is a member of the University Economic Development Association and is a member of the National Business Incubation Association. He has directed research programs in economic development, community development, feasibility analysis, market analysis and performance measurement. He is currently Principal Investigator for a research study of the Business Incubation Industry in the United States that is correlating incubator best practices with the success of companies after they leave the incubator.

He has published and presented research studies and papers on a range of economic development and information technology issues, including the state of the business incubator industry in Michigan and in the United States.



Major General Michael J. Lehnert (Ret.)

Senior Advisor

U.S. Department of Homeland Security

Phone: 202.282.8000

Major General Michael R. Lehnert retired from the Marine Corps Jan 1 2010. He graduated from Central Michigan University in 1973 and served for thirty-seven years in the Marine Corps. During this time he commanded thirteen military units from platoon to Joint Task Force. He held five joint

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assignments and served in combat operations in Panama and the Middle East. Since his first failed attempt at retirement he is the senior advisor to the Commissioner for Customs and Border Protection, Department of Homeland Security. In this capacity, he is responsible for initiatives ranging from border security, to leading an anti-corruption taskforce, to developing the Global Borders College and senior leader development in Customs and Border Protection. The initiative with universities and the private sector on Trade Regulation curriculum and workforce development is one of his projects.

He is on the boards of the Endangered Species Coalition and the Student Veterans of America. When not in Washington DC he lives on a cherry farm near Traverse City Michigan with his wife Denise. He has two sons in graduate school.

3:15 p.m. Action agenda items reviewed and put on a timeline



Matthew Riggs
Project Analyst
Prima Civitas Foundation
Phone: 517.708.4239
Email: m.riggs@primacivitas.org

Matthew Riggs is a Project Analyst at the Prima Civitas Foundation. His work centers on regional economic development, connecting sub-state governments to development resources and each other in order to facilitate economic growth through economic gardening initiatives as well as helping Michigan businesses seize international import-export opportunities.

As a second-year Masters in Public Policy student at Michigan State University, Matthew is focused primarily on applied econometrics and public finance. As an undergraduate, also at Michigan State, Matthew earned his B.S. in Economics with a minor in Mathematics, emphasizing the theoretical foundations of the discipline in order to facilitate more rigorous applications thereof.

Matthew spends most of his free time running, cooking, eating, and browsing the working papers of the NBER.

Session IV:
POLICY TRANSFORMATION – Strategic Planning Initiative IV



Key Presenter:
Roy Norton
Consul General of Canada in Detroit, MI
Phone: 313.567.2340

As the Consul General of Canada based in Detroit, Roy Norton represents Canada in Michigan, Ohio, Indiana and Kentucky. The Canadian Consulate General, which he heads, promotes Canadian interests - trade, investment, the environment, culture and academic relations being among the principal ones. The office also provides consular, passport, visa and immigration services.

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Until August, 2010, Roy Norton served the Canadian Embassy in Washington, D.C., as Minister (Congressional, Public and Intergovernmental Relations). In that capacity, he was responsible for the Canadian government's relations with the U.S. Congress, as well as for media & public relations, cultural and academic relations, the interests of Canadian provinces & territories in Washington, D.C., the activities of Canadian legislators in Washington, and outreach to US states.

That was Roy's 2nd posting in Washington; he served in the Embassy's Economic Section from 1990-94 and was a member of Canada's negotiating teams for the intellectual property and investment chapters of NAFTA.

From 2000 until 2006 Roy was based in Toronto, working for the Government of Ontario (in '05-'06 as Assistant Deputy Minister, International Relations & Chief of Protocol in the Ministry of Intergovernmental Affairs; previously as Assistant Deputy Minister B Export Development, and President/CEO of Ontario Exports Inc., in the Ministry of Economic Development and Trade).

Prior to his earlier Washington assignment, Roy worked in the Canadian Parliament (first in the House of Commons, then in the Senate) and, subsequently, for five years, as Senior Policy Advisor to the Canadian Foreign Minister. After leaving the Embassy in 1994 he worked as a consultant to the Canadian Departments of Foreign Affairs and Industry and to several private sector firms.

Born in Ottawa, Roy graduated initially from Carleton University (MA in Canadian History). He also holds Masters Degrees from Harvard University's Kennedy School of Government (in Public Administration) and Johns Hopkins University's School of Advanced International Studies (in International Public Policy), as well as a Ph.D. from Johns Hopkins SAIS (in International Relations).

3:50 p.m. Panel Discussion: What are the key actions to drive policy transformation?



Panel Facilitator:

David M. Lick

P3 Group Director

Foster, Swift, Collins & Smith, P.C.

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David Lick is a shareholder with Foster Swift Collins & Smith, PC and serves as the leader of the firms Commercial Litigation Practice Group and the Public Private Partnership ("P3") Section. Dave's varied experience in Finance, Construction Law, Commercial Litigation, Administrative Law and Alternative Dispute Resolution has helped him in many P3 projects. He has been a pioneer in developing P3 models for various types of infrastructure and transportation projects; including a material recovery facility, was financed, constructed and operated without any additional costs to the citizens of the authority which project won an award from the National Council for Public Private Partnerships; a unique real estate enhancement for the improvement of an expressway interchange; development of operation and maintenance contracts with concession payments; and capitol projects for water, waste water and municipal buildings utilizing small issuance exemption financing.

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He is recognized by The Best Lawyers in America, The Michigan Super Lawyers, and received the Small Business Advocate Award of the Lansing Regional Chamber of Commerce. He was appointed to the Michigan Public-Private Partnership Commission by the Governor of the State of Michigan in 1992; was a member of the Environmental Financial Advisory Board to the United States Environmental Protection Agency.

He maintains memberships with the National Council for Public Private Partnerships, Associated General Contractors, and Michigan Infrastructure and Transportation Association, the Design Build Institute of America, the Associated Owners and Developers Association and is Adjunct Faculty for the Canadian Studies Center, International Studies and Programs at Michigan State University and is a member of a Capital Access initiative, a steering committee member of the Great Lakes International Trade and Transport Hub. Previously he was a special consultant for the second span of the Blue Water Bridge to Canada; and has lectured regarding how Public Private Partnerships can benefit State and Local governments to increase their infrastructure capacity to provide economic development and create jobs.

David Lick received his BA in Accounting from Michigan State University and his Juris Doctorate from the University of Michigan.

Panel Members:



Michael Belzer

President, Sound Science Inc.

Great Lakes Global Freight Gateway

Phone: 734.730.3941

Email: Michael.H.Belzer@wayne.edu

Dr. Michael H. Belzer teaches economics at Wayne State University. He has been Associate Director of the Sloan Foundation Trucking Industry Program since its inception in 1995.

Dr. Belzer chairs the Transportation Research Board (TRB) Committee on Trucking Industry Research and is member of the TRB Committee on Truck and Bus Safety and Truck and Bus Safety Committee Subcommittee on Motor Coach Bus Safety, the TRB Committee on Transportation Regulation and Economics, the TRB Freight Systems Group Executive Board, and the National Institute for Occupational Safety and Health (NIOSH) Sector Council for Transportation, Warehousing, and Utilities.

Dr. Belzer has led and completed numerous projects for the Federal Motor Carrier Safety Administration and the Volpe Center, including "Truck Crashes and Work-Related Factors Associated with Drivers and Motor Carriers" (completed 2009), "Impact of Compensation Practices on Number of Citations & Recordable Accidents Incurred" (completed 2002, published 2003), and "Economic Impact Assessment of Proposed Hours of Service Changes" (completed 2002).

He completed a study of the North American motorcoach bus industry in August of 2009, which found dramatic safety differences between traditional U.S. intercity motor coach bus carriers and both "curbside" bus companies, which have become common between major U.S. city centers (a.k.a. Chinatown bus companies), and an expanding industry segment consisting of intercity and international

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bus companies serving the Spanish-speaking market associated with Mexican and Latin American clientele. Most recently, Dr. Belzer has begun creating a strategic economic development plan to transform Southeast Michigan into a global freight transportation hub, presenting the paper "Transforming Michigan into a Global Freight Gateway" at the Atlantic Gateway Initiative conference in Halifax, Nova Scotia in October 2009.



Josh Hjartarson
Policy Director
Mowat Centre
University of Toronto
Phone: 416.978.7858
Email: josh@mowatcentre.ca

Josh received a Ph.D. in Political Science from the University of Toronto in 2005. Since then, he has lectured extensively in comparative and Canadian politics. His book on financial sector reform, *Foreign Banks and Financial Reform*, was published in 2009. He has published several scholarly articles, working papers, and OPEDs on federalism, economic development and fiscal relations between governments.

Josh also brings policy and management experience from the public sector, having served in various positions with the Government of Ontario in Intergovernmental Affairs, Cabinet Office and the Ministry of Finance.

Prior to beginning his Ph.D., he lived in Central Europe and worked for Bank Austria in its financial markets research division. He was born and raised in a small town in Alberta.



Christopher Perry
Director, Field Operations
Detroit Field Office
U.S. Customs and Border Protection
U.S. Department of Homeland Security

Mr. Perry is the Director, Field Operations (DFO) in Detroit, Michigan, for U.S. Customs and Border Protection's (CBP) Office of Field Operations. He manages an operating budget of \$97M and directs the activities of more than 1,300 employees.

In this capacity, Mr. Perry is responsible for anti-terrorism policies and operations, cargo, conveyance and traveler operations, admissibility, immigration policy, agricultural inspections, and trade enforcement and facilitation for all the ports in the state of Michigan.

He oversees seven ports of entry located throughout Michigan that include international land border, airport, rail, and maritime operations. In 2010, ports within the Detroit Field Office processed more than 16M passengers, 6M vehicles, and over 12K aircraft. Additionally, imports through the Detroit Field Office in FY2010 were valued in excess of \$106B.

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Prior to being selected as DFO, Mr. Perry has held a variety of positions with increasing management responsibility in both CBP Headquarters and in field locations. He served as the Area Port Director in Champlain, N.Y. from December 2000 to August 2008 where he oversaw the construction and opening of new CBP facilities valued in excess of \$100M. During 2008, Mr. Perry also served as the Acting Deputy Director of the Western Hemisphere Travel Initiative (WHTI) Program Management Office (PMO) in Washington, DC.

Mr. Perry holds an MBA from Loyola College and a Masters Degree in Human Resource Management from Towson State University. He did his undergraduate work at the State University of New York at Buffalo.

Mr. Perry has nearly 12 years of military service and has served as a member of the New York and the Maryland Army National Guard as a Field Artillery Fire Direction Officer and as a Fire Support Officer. He is a graduate of the U.S. Army Field Artillery Officer Basic and Advanced Courses.

Mr. Perry has been married to his wife Janet for 21 years and they have a 14 year old daughter named Alyssa.



Kevin Smith

Senior Vice President of Strategic Programs
Sandler & Travis Trade Advisory Services, Inc.
Phone: 248.474.7200
Email: kevin.smith@strtrade.com

Kevin Smith is a Senior Vice President with Sandler and Travis Trade Advisory Services (STTAS) providing Customs and international trade consulting and managed services to clients in both the private and public sector. Mr. Smith retired as the General Director of Global Customs from General Motors Corporation (GM) on November 1, 2008. In this position he was responsible for General Motors worldwide Customs policy, planning and operations. These responsibilities included GM's customs operations, systems, planning, and government advocacy in more than 60 countries.

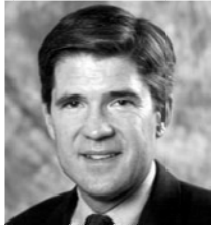
Prior to this, he was Regional Director of Customs for GM in North America, Director of GM's global trade management system and held a variety of assignments on a wide range of North American and international Customs issues.

He served as the Chairman of the Customs Committee for the Alliance of Automobile Manufacturers (AAM), a member of the World Customs Organization Private Sector Consultative Group, a member of the Department of Homeland Security Commercial Operations Advisory Committee (COAC), Chairman of the Joint Industry Group (JIG), a member of the Board of Directors of the American Association of Exporters and Importers, a member of the Business Alliance for Customs Modernization (BACM), he was involved in the development of many national and international legislative, regulatory and policy issues such as Customs Modernization Act, Detroit River International Crossing, North American Free Trade Agreement, Creation of the U.S. Department of Homeland Security, World Customs Organization - Authorized Economic Operators program and the Mutual Recognition of National Supply Chain Security programs.

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Mr. Smith is currently a member of the Advisory Committees for the Wayne State University, School of Business Administration, Supply Chain Management Program and the Detroit Regional Chamber of Commerce – Translinked Initiative. In addition to these committees he is a member of Automation Alley, Automotive Industry Action Group and the Detroit Intermodal Association and Ocean Freight Association.



John Austin

Senior Fellow

Metropolitan Policy Program

Brookings Institution

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John Austin, is a Nonresident Senior Fellow with the Brookings Institution, as well as a Michigan statewide elected official, re- elected in 2008 to his second-term as Vice-President of the Michigan State Board of Education. Mr. Austin is also a resident scholar at the University of Michigan - Institute for Research on Labor, Employment and the Economy (IRLEE).

Austin currently directs the Great Lakes Economic Initiative for the Brookings Institution, designed to improve the economic vitality of the Great Lakes states. Austin has authored key Brookings reports that have directly shaped the region's economic development agenda: "The Vital Center: A Federal-State Compact to Renew the Great Lakes Region;" "The Vital Connection: Reclaiming Great Lakes Economic Leadership in the Bi-National Great Lakes Region;" and "Healthy Waters, Strong Economy" (See www.brookings.edu/projects/great-lakes.aspx)

In recent years Mr. Austin has served as Policy Director for Michigan's Governor-appointed Commission on Higher Education and Economic Growth, and was principal author of the Commission's influential report. He also was the founding Director of the New Economy Initiative for Southeast Michigan—a \$100 million effort by the region's philanthropies to aid in the area's economic transformation. In 2002 he co-authored the report Revitalizing Michigan Cities, with Michigan Future, Inc., which led to Governor Granholm's "Cool Cities" initiative.

Austin received his Masters in Public Administration from Harvard's Kennedy School of Government, and a Bachelors from Swarthmore College in Economics & Political Science, with High Honors and Phi Beta Kappa. Mr. Austin has been married 21 years to his wife Terese. They and their three school-age children reside in Ann Arbor, Michigan.

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Tuesday, October 18



Key Address:

The Honorable Rick Snyder

Governor, State of Michigan

Phone: (517) 373-3400

Email: rick.snyder@michigan.gov

After graduating from Battle Creek Lakeview High School a semester early, Rick earned three degrees from the University of Michigan, all by the age of 23. He obtained his Bachelor's degree with high distinction in 1977, his MBA with distinction in 1979 and a JD in 1982.

Following a successful career with Coopers & Lybrand (now PricewaterhouseCoopers), where he became a partner in six years, Rick left his home state of Michigan to help manage Gateway computers. As the 763rd employee to join the company, he guided the growth of Gateway until it became a Fortune 500 company with over 10,000 employees. During these years of rapid growth, Rick was promoted to President and Chief Operating Officer of the company. He ran the day-to-day operations of Gateway and worked directly with Ted Waitt - the founder of the company.

Rick's record of job creation didn't stop when he left Gateway in 1997. After proving he can help build and run a multibillion dollar publicly traded company he chose to return to Michigan and focus his efforts on building new businesses from the ground up.

He raised an unprecedented \$200 million in venture capital funds to invest in building startup businesses, taking ideas and translating them into exciting companies. One of Rick's many success stories is the creation of HealthMedia, Inc., which provides internet based wellness and disease management tools. HealthMedia's business plan was crafted on a whiteboard with Rick and a University of Michigan professor, Vic Strecher. With Rick's investment and leadership, the company has created over 130 jobs in Michigan.

Rick has provided early investment and start up assistance for a number of other successful businesses, including Esperion Therapeutics, which was later purchased by Pfizer.

In addition to creating new businesses, Rick has been actively involved in economic development on a statewide and local level in Michigan. Governor Engler appointed Rick to serve as the first Chair of the Michigan Economic Development Corporation in 1999. Rick quickly put in place a strong business model that became one of the nation's leading public-private economic development programs. From 1997 to 2000, Michigan won the prestigious Governor's Cup award from Site Selection magazine every year. This award is presented to the state with the highest number of new or expanded facilities in Site Selection's database. Also under Rick's leadership, in 1999 the Michigan Life Sciences Corridor was launched. During Rick's tenure as Chair, the MEDC initiated legislative efforts for SmartZones to support technology startups. These programs contributed to the formation of new companies across the state.

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Rick has also been an economic development leader in Washtenaw County for the past decade. Rick wrote the business plan and was the first Chair for Ann Arbor SPARK - one of the most successful economic development programs in the country. Ann Arbor SPARK's mission is to "advance the development of innovation-based businesses in the Ann Arbor region by offering programs, resources, and proactive support to business at every stage, from start-ups to large organizations looking for expansion opportunities." Using their Open Source approach to economic development, Ann Arbor SPARK has been instrumental in growing new businesses and attracting existing businesses. Programs include Michigan's SmartZone network, the Michigan Life Science and Innovation Center, the Michigan Pre-Seed Capital Fund, the Michigan Innovation Equipment Depot and the Economic Development Coalition of Southeastern Michigan. SPARK recently reported that in 2009 it helped secure \$147 million in investments for the region, while helping 33 companies announce expansions with plans to hire a total of 2,118.

Creating more and better jobs was the number one issue for Rick Snyder in this campaign. He understands what it takes to plan and launch a new business. He has the vision and plan for creating jobs throughout the state. Michigan needs businesses to start, grow and flourish in order to be a great state again - and as Governor, Rick will lead the way.



Douglas J. Smith

Senior Vice President, Strategic Partnerships
Michigan Economic Development Corporation
Phone: 517.335.1871
Email: smithdj@michigan.org

Douglas Smith serves as senior vice president of strategic partnerships for the Michigan Economic Development Corporation (MEDC). He will work with MEDC's statewide network of local and regional economic development partners and integrating economic gardening, international trade and entrepreneur efforts.

Smith previously was Oakland County's Deputy County Executive in charge of the county's efforts in industry diversification and commercialization of technology. Smith also worked for the city of Troy for nine years as the director of real estate and development. Prior to that he was vice-president and chief administrative officer for Walsh College from 1991-1998; and, in the past, was an aide to Gov. William Milliken on education, finance and taxation, on the State Board of Education for five years, director of policy and legislation for the Michigan Department of Commerce and Michigan Business Ombudsman; he established the Office of Economic Expansion at Grand Valley State University and directed a number of economic development initiatives in the greater Grand Rapids area.

Smith holds a bachelor's degree in economics and government from Lawrence University, master's degree from the University of Michigan in public policy, specializing in international economics. He is also a licensed real estate broker.

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Session V:
MARKETING AND PUBLIC EDUCATION – Strategic Planning Initiative V

9:30am Panel Discussion: What are the key actions to drive Marketing and Public Education?

Panel Members:



G. Tomas M. Hult, Ph.D.

Eli Broad Professor of International Business
Director, Center for International Business Research and Education
Michigan State University
Phone: 517.353.4336
Email: hult@msu.edu

Dr. Tomas Hult is the Eli Broad Professor of International Business and Director of the International Business Center in the Eli Broad College of Business at Michigan State University. Dr. Hult is also the Executive Director of the Academy of International Business (with some 3,400 members in about 80 countries) and President of the AIB Foundation. His specialty areas are in international marketing strategy, global strategy, and supply chain management. His most recent book is *Total Global Strategy* (2012) with George Yip (published by Pearson Prentice Hall). In research, Professor Hult is the 75th most-cited "scientist in economics and business" in the world (for 1997-2007), per the ranking provided by Thomson Reuters. He is an elected Fellow of the Academy of International Business, Editor-in-Chief of the *Journal of the Academy of Marketing Science* (ranked #2 among marketing journals), and a native of Sweden.



Benjamin Erulkar

Senior Vice President, Economic Development
Detroit Regional Chamber
Phone: 313.596.0436
Email: berulkar@detroitchamber.com

Benjamin Erulkar has worked at all levels of domestic and international business and government for the last two decades. In government, he served most recently as the Deputy Assistant Secretary of Commerce for Economic Development from 2005 – 2009. In this position, Mr. Erulkar directed and coordinated all operations of the Economic Development Administration (EDA), establishing that agency as a national and international leader in results-based public-private partnerships. He also represented the United States at the Organization for Economic Cooperation and Development in Paris and led the Department of Commerce's efforts to respond to the 2005 Gulf Coast hurricanes.

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Prior to his appointment as Deputy Assistant Secretary, Mr. Erulkar served as EDA's Chief Counsel, where he led and managed all aspects of EDA's legal practice and policy, including securing EDA's 2004 reauthorization legislation and promulgating a comprehensive revision of EDA's regulations.

Before joining EDA in 2003, Mr. Erulkar was an attorney in private practice with Vinson & Elkins L.L.P. from 1996-2003, and Akin, Gump, Strauss, Hauer & Feld, L.L.P. from 1992-1996. With both firms, Mr. Erulkar represented private energy companies, financial institutions and sovereign governments in complex privatizations, loan facilities, trade policy and energy project financings. He maintains an active bar membership within the District of Columbia.

Most recently, Mr. Erulkar served as Senior Advisor at the U.S. Chamber of Commerce, where he directed the Corporate Community Investment program for over 100 Fortune 500 members of the Chamber's Business Civic Leadership Center. He has also served as an external advisor for the Capital Region of Denmark, helping to shape and direct a five-year regional economic growth program for Copenhagen and its surrounding municipalities.

Mr. Erulkar holds degrees from Harvard University (AB, magna cum laude), the Johns Hopkins School for Advanced International Studies (MA with Distinction) and the University of Pennsylvania Law School (JD). He resides in Takoma Park, Maryland with his wife and two children.



Rick Chapla

Vice President, Business Development
The Right Place of Grand Rapids, Michigan
Phone: 616.771.0328
Email: chaplar@rightplace.org

As a native of Grand Rapids, Rick has been involved in community development and land use planning for 30 years. His formal education includes a BA degree in Urban Studies from Aquinas College, and a Master's Degree in Urban Planning from the University of Michigan.

In 1996, Rick joined The Right Place Inc., a regional non-profit economic development organization. In his current role as Vice President of Business Development, his responsibilities include assisting local units of government and private development interests with economic development policies and programs such as brownfields and renaissance zones. Rick coordinates efforts to grow renewable energy and food processing manufacturing supply chain business development opportunities.

His previous work experience includes 16 years with the City of Muskegon, a West Michigan lakeshore community of 40,000, where he served in a variety of positions including Director of Planning and Economic Development. He also worked for EARTH TECH, a multi-disciplinary consulting company, where he specialized in land-use planning, grant writing, environmental studies and lay planner training.

Rick is an immediate past President of the Land Conservancy of West Michigan, and is past President of the Michigan Society of Planning Officials; now known as the Michigan Association of Planning which is a statewide planning organization with more than 5,000 members.

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He is a past member of the Board of Directors for the Michigan Historic Preservation Network; a statewide citizen organization dedicated to protecting and preserving Michigan's historic resources, and a past member of the East Grand Rapids Planning Commission where he served as chairperson for four years.

Rick and his wife Willow, have twin sons (Gabe and Nate), and a daughter (Hannah). Gabe and Nate attended Michigan State University, and the University of Michigan respectively. Hannah attends East Grand Rapids High School and will attend Grand Valley State University in the fall of 2011.

Christine Drennen

Public Administration Specialist

Toledo Metropolitan Area Council of Governments

Phone: 419.241.9155

Email: drennen@tmacog.org

In April 2011, Christine Drennen joined the Toledo Metropolitan Area Council of Governments in the newly created position of Public Administration Specialist. She cultivates strong, effective relationships with a variety of transportation stakeholders to build multi-jurisdictional collaboration. Ms. Drennen focuses on establishing effective partnerships to manage competing interests and produce consensus around regionally important livability and economic opportunities. Her projects include managing a statewide conference on freight and producing a regional legislative agenda.

Previously, Ms. Drennen was Resource Development Manager for The Ohio State University's 4-H Foundation. She facilitated fundraising, governance, and membership activities of the 40 member board of trustees and managed the Foundation's endowed and current assets with a current market value in excess of \$10 million. In 2010, she helped the board raise more than \$1 million—5 percent above the prior year.

For over a decade, Ms. Drennen played a leadership role within the Canadian Studies Center at Bowling Green State University. The mandate of this public and privately funded Center was to build Ohio trade and direct investment ties with Canada. In collaboration with universities, government, and private business, the Center produced a diverse slate of publications and programming on Canada-U.S. economic, political, and cultural topics.

Prior to joining BGSU, Ms. Drennen led the Syndicated Studies Program in the Automotive Research Group of Maritz Marketing Research, Inc. Her team was responsible for annual industry benchmark studies of new vehicle buyers in the U.S. and Canadian markets. Survey topics included purchase reasons, vehicle and dealer satisfaction, initial and long-term quality, and psychographic and demographic information.

Christine holds a bachelor of science in business administration and a master of arts in economics from Bowling Green State University.

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John Melcher

Associate Director
Center for Community and Economic Development
Michigan State University
Phone: 517.353.9555
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John Melcher is the Associate Director of the Michigan State University Center for Community and Economic Development (<http://www.ced.msu.edu/>). He has over 25 years of experience in conducting research and outreach in community and economic development focusing on issues associated with distressed communities. His work engages faculty researchers and community stakeholders in developing regional knowledge economies, asset-based development and asset-building policy development, and community economic development. He has served on numerous community and university committees and has taught courses on community development, economic development, and research writing in the Urban and Regional Planning Program. He earned a B.S. in Urban and Regional Planning and M.S. in Resource Development from Michigan State University.

John has been actively engaged in economic development for over 25 years and has participated in numerous research and outreach initiatives focused on regional economic development planning. He is a principle member of the U.S. Department of Commerce, Economic Development Administration University Center for Regional Economic Innovation, a federally funded project focused on transforming regional economic development planning in the 21st. Century. John also serves as member of a targeted regional exporting partnership to advance exporting by small and medium size businesses in Michigan also funded by the US Department of Commerce Economic Development Administration.

Richard Cole

Professor and Past Chair
Dept. of Advertising, Public Relations and Retailing
Michigan State University
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Richard T. Cole PhD is professor and former chairperson of the Department of Advertising, Public Relations, and Retailing, Michigan State University, East Lansing.

Prior to rejoining MSU in 2006, Cole was executive vice president and chief administrative officer of the nine-hospital Detroit Medical Center, which he joined after retiring as a senior vice president for the not-for-profit Blue Cross Blue Shield of Michigan in 2003. At the Blues, Cole had been a corporate officer and had supervised a number of divisions since 1991. He served on the national brand committee of the Blue Cross Blue Shield Association.

In 1983, Cole was appointed Deputy Director, Michigan Department of Commerce. He soon became press secretary, and then later (1986) chief-of-staff, to Gov. James J. Blanchard. He also served as president of the Michigan Education Trust, the nation's first pre-paid college tuition program. Before

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joining the Blanchard Administration, he co-owned and operated a communications counseling firm, Publicom Inc., and was a principal in other Lansing-area businesses.

Cole currently serves on the Center for Disease Control and Prevention (CDC) Child- Maltreatment Prevention Task Force (Atlanta), and on the advisory boards of the Center for Michigan (Ann Arbor), and the Michigan Political Leadership Program (East Lansing). He is national chair of the industry-relations committee of the American Academy of Advertising. He is the creator of the New Media Drivers License® Seminar series. This university course and executive seminar series is the fastest-growing and largest off-campus course in the history of the college.

Cole has been chairman of the Metropolitan Detroit Division of the March of Dimes (2005-2008) and was chairman of Cranbrook Institute of Science (1998-2002), Bloomfield Hills, MI. He was a finance co-chair for the reelection campaign of US Senator Debbie Stabenow (2006) and remains on her finance committee. In 1998, he was awarded "Executive of the Year" from the Metropolitan Detroit Association of Health Plan Underwriters.