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Agenda Released for 4th Annual MI CEO Summit *Competitiveness, Innovation, Entrepreneurship and Job Growth are Key Themes*

DETROIT, Mich., September 14, 2015 — Business Leaders for Michigan (BLM), the state’s business roundtable, released the full agenda and speaker list for its upcoming Michigan CEO Summit on Nov. 12, 2015 at the Westin Book Cadillac in Detroit.

The fourth annual Michigan CEO Summit will bring together more than 400 business executives, policymakers, and community leaders to assess Michigan’s continued progress toward a comeback and discuss new strategies to keep the state moving forward. This year’s speakers will reinforce the theme that businesses, organizations—and even states—need to be constantly innovating to advance and remain competitive in our rapidly changing world. The event costs \$125 and includes breakfast and lunch.

“Michigan has made tremendous progress since 2009, when our CEOs and other leaders came together to adopt the Michigan Turnaround Plan. But we can’t afford to become complacent—we still have a long way to go,” said Doug Rothwell, BLM president and CEO. “This year’s Summit agenda benchmarks our progress, summarizes key ideas, and helps map aggressive ways forward.”

The 2015 Michigan CEO Summit agenda includes:

Breakfast & Networking

A welcome address from Doug Rothwell, President & CEO, Business Leaders for Michigan

Word on the Street: A Frank Conversation about Michigan’s Progress

Michigan is making progress, but is anyone noticing? Get an eye-opening view of the steps other states are taking to be competitive and what outsiders and rivals say about our state.

Barry Broome, President & CEO, Greater Sacramento Area Economic Council

Albert Berriz, Chief Executive Officer, McKinley, Inc.

Moderator: Christy McDonald, Anchor, MiWeek

The Hard Facts about Michigan’s Competitiveness

Review data on how Michigan stacks up to its competitors on an array of key performance measures.

Doug Rothwell, President & CEO, Business Leaders for Michigan

(more)

Getting Real: How New and Seasoned Entrepreneurs Survive and Thrive

Get an insider's look at the obstacles, opportunities and available support for entrepreneurs in Michigan.

Abir Ali, Creative Director, Designer & Co-Owner, Ali Sandifer Studio

Chip George, Chief Executive Officer, Comfort Research

Carl Winans, Co-Founder, Mega Tiny Corporation

Moderator: M. Roy Wilson, President, Wayne State University

Staying in the Game: Keeping a Competitive Edge in a Rapidly-Changing World

Learn how three CEOs have evolved their products and business strategies to keep pace with the times.

Evan Lyall, Chief Executive Officer, Roush Enterprises

Dennis Mannion, President & CEO, Detroit Pistons and Palace Sports & Entertainment

Brian Walker, President & CEO, Herman Miller, Inc.

Moderator: Nancy Kaffer, Columnist, Detroit Free Press

Luncheon Keynote Speaker: Innovation for Growth

Hear from a global innovation expert on how to foster the innovation necessary to continually reinvent your products so your company remains relevant in a constantly changing marketplace.

Tom Kelley, General Manager, IDEO

Moderator: Nolan Finley, Editorial Page Editor, The Detroit News

What's Next?

Doug Rothwell, President & CEO, Business Leaders for Michigan

Reception & Networking

Stop in the *Made in Michigan Lounge* throughout the day to meet some fabulous small Michigan businesses and see their great products!

For more information about the 2015 Michigan CEO Summit, visit

www.BusinessLeadersforMichigan.com/events

Attention media: Members of the media can register to attend this event, free of charge, at the following link:

<http://events.constantcontact.com/register/event?llr=ocmsyfeab&oeidk=a07eb30yo3p21b14056>

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About Business Leaders for Michigan:

Business Leaders for Michigan, the state's business roundtable, is dedicated to making Michigan a "Top Ten" state for jobs, personal income and a healthy economy. The organization is composed exclusively of the chairpersons, chief executive officers, or most senior executives of Michigan's largest companies and universities. Our members drive 32 percent of the state's economy, provide nearly 375,000 direct jobs in Michigan, generate over \$1 Trillion in annual revenue and serve nearly one-half of all Michigan public university students. Find out more at:

www.businessleadersformichigan.com