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Southeast Michigan business leaders featured at 2013 Business Leaders for Michigan CEO Summit

Execs from Walbridge, PVS Chemicals, La-Z-Boy, Blue Cross Blue Shield of Michigan, First Merit Michigan and Business Leaders for Michigan will share their insights for success with hundreds of Michigan business leaders

Detroit, Mich., Oct. 23, 2013 — Today, Business Leaders for Michigan (BLM) announced that six of metro Detroit's top business leaders will serve as speakers at its 2013 Michigan CEO Summit on **Wednesday, October 30, 2013 at The Westin Book Cadillac Detroit**. The full agenda and registration information can be found at www.businessleadersformichigan.com/events.

The theme of the 2013 Michigan CEO Summit is "Putting Michigan in the Winner's Circle." The daylong agenda is designed to empower entrepreneurs, the business community, and civic leaders with new ways to help their organizations compete in today's global economy. This is the second annual Michigan CEO Summit presented by Business Leaders for Michigan.

The lineup of speakers includes some of the state's most respected leaders:

- **James Nicholson, President & CEO, PVS Chemicals**
- **John Rakolta, Jr., Chairman & CEO, Walbridge**
- **Kurt Darrow, Chairman, President & CEO, La-Z-Boy, Inc.**
- **Daniel Loepp, President & CEO, Blue Cross Blue Shield of Michigan**
- **Sandra Pierce, Chairman & CEO, First Merit Michigan**

"It is critical that we position Michigan as the location of choice for job creation and growth, investment and innovation," said Doug Rothwell, BLM President and CEO. "We've done a lot to turn the state around – but other states are not standing still. If we as a state can align behind some common goals – Michigan can be an economic comeback leader."

Keynote speakers for the event are former Michigan Gov. John Engler and New York Times bestselling author Daniel Burrus. Engler, now president of Business Roundtable, is one of the nation's top business policy leaders. His presentation, "A Nation that Wins" will cover the critical role that national policy plays in Michigan's ability to compete and succeed. Burrus is the author of *Flash Foresight: How to See the Invisible and Do the Impossible*, and is a contributing writer on innovation and change for CNBC, Huffington Post and others. For the Michigan CEO Summit, Burrus will lead an interactive workshop on seeing hidden opportunities and creatively solving problems on the horizon.

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The event will be held at The Westin Book Cadillac Detroit from 8:00a.m-3:00 p.m. The cost is \$125 (which includes breakfast and lunch) and space is limited. For additional speaker information, the full agenda and registration, visit <http://www.businessleadersformichigan.com/events/>.

About Business Leaders for Michigan:

Business Leaders for Michigan (www.BusinessLeadersforMichigan.com), the state's business roundtable, is dedicated to making Michigan a "Top Ten" state for job, economic and personal income growth. The organization is composed exclusively of the chairpersons, chief executive officers, or most senior executives of Michigan's largest companies and universities, which contribute nearly 25% of the state's economy and provide over 320,000 jobs in Michigan, generate over \$1 Trillion in annual revenue and serve over 135,000 students. The organization's work is defined by the Michigan Turnaround Plan, a holistic, fact-based strategy to get Michigan's economy back on track. Visit www.michiganturnaroundplan.com for more information.

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