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HOW MICHIGAN CAN PLAY TO WIN

Second annual Michigan CEO Summit on October 30 to focus on strategies to make Michigan a winning location for investment, innovation, and jobs

DETROIT, Mich., Oct. 10, 2013 - Business Leaders for Michigan (BLM), the state's business roundtable, has released the agenda for its second annual Michigan CEO Summit to be held from 8:00am to 3:00pm on October 30, 2013 at the Westin Book Cadillac Hotel in Detroit. This fast-paced event includes a powerful line-up of some of Michigan most respected CEOs and entrepreneurs from across the state.

"Our state is on a winning path towards a New Michigan," said Doug Rothwell, BLM President & CEO. "We've taken steps to make Michigan competitive, but being competitive isn't enough. The Michigan CEO Summit is an opportunity for Michigan's business and opinion leaders to align behind ideas that will propel us beyond being competitive and into the winner's circle for investment, jobs and innovation."

The Michigan CEO Summit includes:

- **Do we compete or do we win? A global CEO's view**
Being "competitive" is important. . . but is it sufficient to win? An experienced, global CEO brings the hard truth: Michigan isn't doing enough to win in today's fiercely competitive marketplace.
John Rakolta, Jr, Chairman & CEO, Walbridge
- **How competitive are we? The 2013 Economic Competitiveness Benchmarking Report**
Learn how Michigan stacks up to its competitors nationally and globally. Are we thinking big enough to become a Top Ten state? How do we take advantage of our greatest strengths?
Doug Rothwell, President & CEO, Business Leaders for Michigan
- **How can technology transform the way we work? An introduction to Bluescape**
Get a glimpse of a visual collaborative workspace spanning 160 virtual acres that encourages communication across teams and time zones.
Richard Haworth, Chairman Emeritus, Haworth, Inc.

(more)

- How do you win from the start? The viewpoint from start-up CEOs**
Michigan entrepreneurs provide a “from the trenches” view of how to create a winning formula when you’re building from the ground up.
Veronika Scott, Founder and CEO, The Empowerment Plan
Dug Song, Chief Executive Officer, Duo Security
Eli Thomssen, President & CEO, Armune BioScience, Inc.
Moderator: Michael Jandernoa, Board of Directors, Perrigo Company
- Winning Strategies:**

 - An 85 year-old Monroe-based maker of iconic recliners became one of the world’s leading furniture producers. **Kurt Darrow, Chairman, President & CEO, La-Z-Boy, Inc.***
 - Michigan’s home-grown grocery and retail legend stays fresh against the competition and wins. **Hank Meijer, Co-Chairman & CEO, Meijer, Inc.***
 - Two men built a moving company people could love, and made it an international powerhouse. **Brig Sorber, CEO, Two Men And A Truck/International, Inc.***
- How do you change the field to win the game? Tomorrow’s talent, communities and assets**
It’s more than the traditional business climate agenda. The new strategies to win include investing in people and communities – and making the best possible use of our assets.
James Hackett, President & CEO, Steelcase, Inc.
Daniel Loepf, President & CEO, Blue Cross Blue Shield of Michigan
Sandra Pierce, Chairman & CEO, FirstMerit Michigan
- A Nation that Wins**
National policy plays a critical role in enabling Michigan to compete and win. One of the nation’s premiere business policy leaders outlines a winning American strategy.
Former Governor John Engler, President, Business Roundtable
- Flash Foresight: How to See the Invisible and Do the Impossible**
A renowned expert in predicting the impact of emerging technologies on the business world, will share strategies for seeing hidden opportunities and solving problems on the horizon.
Daniel Burrus, Futurist, New York Times bestselling author

Admittance to the summit is \$125 and space is limited. For more information or to register, 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.