



Michigan CEO Summit
 Wednesday, October 30, 2013
 8:00am-3:00pm; The Westin Book Cadillac Detroit
Event Agenda

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| 8:00-9:00am | Breakfast & Networking |
| 9:00-9:05am | Welcome - James Nicholson , President & CEO, PVS Chemicals, Inc. |
| 9:05-9:35am | Do we compete or do we win? A global CEO's view <i>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.</i> John Rakolta, Jr. , Chairman & CEO, Walbridge |
| 9:35-9:50am | How competitive are we? A Preview of the 2013 Economic Competitiveness Benchmarking Report <i>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?</i> Doug Rothwell , President & CEO, Business Leaders for Michigan |
| 9:50-10:15am | How can technology transform the way we work? An introduction to Bluescape <i>Get a glimpse of a visual collaborative workspace spanning 160 virtual acres that encourages communication across teams and time zones.</i> Richard Haworth , Chairman Emeritus, Haworth, Inc. |
| 10:15 – 10:45am | How do you win from the start? The viewpoint from start-up CEOs <i>Winning takes on a new meaning when you're a start-up. Michigan entrepreneurs provide a "from the trenches" view of how to create a winning formula when you're building from the ground up.</i> 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 |
| 10:45-11:00am | <i>15 minute break</i> |
| 11:00-11:15am | Winning Strategy #1: La-Z-Boy, Inc. <i>Hear how an 85 year-old Monroe-based maker of iconic recliners became one of the world's leading furniture producers.</i> Kurt Darrow , Chairman, President & CEO, La-Z-Boy, Inc. |
| 11:15 – 11:45am | How do you change the field to win the game? Tomorrow's talent, communities and assets <i>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.</i> James Hackett , President & CEO, Steelcase, Inc. Michael Finney , President & CEO, Michigan Economic Development Corporation Daniel Loepp , President & CEO, Blue Cross Blue Shield of Michigan Sandra Pierce , Chairman & CEO, FirstMerit Michigan |
| 11:45-12:00pm | Winning Strategy #2: Meijer, Inc. <i>Hear how Michigan's home-grown grocery and retail legend stays fresh against the competition and wins.</i> Hank Meijer , Co-Chairman & Co-CEO, Meijer, Inc. |
| 12:00-1:15pm | A Nation that Wins <i>National policy plays a critical role in enabling Michigan to compete and win. Hear one of the nation's premiere business policy leaders outline a winning U.S. strategy.</i> Former Governor John Engler , President, Business Roundtable |
| 1:15-1:30pm | <i>15 minute break</i> |
| 1:30-1:45pm | Winning Strategy #3: Two Men And A Truck/International, Inc. <i>Hear how two men built a moving company people could love, and made it an international powerhouse.</i> Brig Sorber , Chief Executive Officer, Two Men And A Truck/International, Inc. |
| 1:45-2:25pm | Flash Foresight - How to See the Invisible and Do the Impossible <i>A renowned expert in predicting the impact of emerging technologies on the business world, Burrus will share strategies for seeing hidden opportunities and solving problems on the horizon.</i> Daniel Burrus , Futurist, New York Times bestselling author |
| 2:25-2:30pm | What's Next? Doug Rothwell , President & CEO, Business Leaders for Michigan |
| 2:30-3:00pm | Reception in the Energy Lounge |