

## REGISTRATION FORM

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

\* Please enclose payment with registration and make checks payable to MEDA.

### Please check one:

- MEDA Member \$80  
 Non-Member \$150

### (Optional) Goodwill Donation \$ \_\_\_\_\_

- Personal  
 Organizational

### Year-long Fundraiser for Goodwill

As part of its 50th year celebration, MEDA is participating in a year long fundraiser for Goodwill (see our website for details). You may use this form to make a personal or organizational donation.

Total \$ \_\_\_\_\_



## REGISTRATION INFORMATION

### Credit Card Information

VISA  MasterCard

Name \_\_\_\_\_

Authorized

Signature \_\_\_\_\_

Account # \_\_\_\_\_

Expiration Date \_\_\_\_\_

Address and Zip Code that appears on statement \_\_\_\_\_

3 Digit Security Code \_\_\_\_\_

### REGISTRATION

Please fax completed registration form to 517-241-0089, or register online at [www.medaweb.org](http://www.medaweb.org) by November 23rd, 2010. You MUST pre-register in order to attend.

### Location and Accommodations

The program is held at the Lexington Hotel, 925 S. Creyts Road, Lansing, MI. Overnight accommodations can be made at the Lexington Hotel by calling 517-323-7100.

### Cancellation Policy

Cancellations must be received in writing 24 hours prior to the event to receive a full refund. Registrants who do not attend and have not cancelled will be charged the full price of registration.

### Mail or fax registration form to MEDA at:

P.O. Box 15096, Lansing, MI 48901-5096  
Phone: 517-241-0011 Fax: 517-241-0089  
Register Online: [www.medaweb.org](http://www.medaweb.org)



## BUSINESS GROWTH STRATEGIES

### ONE SIZE DOES NOT FIT ALL



**TUESDAY, NOVEMBER 30TH  
LEXINGTON (FORMERLY THE  
SHERATON) LANSING HOTEL  
LANSING, MICHIGAN**

**CO-SPONSORED BY: NATIONAL BROWNFIELD  
ASSOCIATION—MICHIGAN CHAPTER**

# BUSINESS GROWTH STRATEGIES

## ONE SIZE DOES NOT FIT ALL

### AGENDA

It is apparent that economic development strategies need to be better suited to meet unique sets of business needs. With upcoming changes in the legislature and administration, we need to have a better understanding of future business needs and challenges so that we can work with Michigan's new set of leaders to implement a comprehensive State strategy. This program will provide insights on high-growth companies as well as perspectives on what should be included in a future State economic development strategy.

#### 8:00 a.m. Registration

#### 8:30 a.m. – 10:00 a.m. High-Growth Companies Traits

**Gary Kunkle**, PhD, Founder, Outlier LLC

Dr. Gary Kunkle has conducted extensive field work with 600 high-growth firms to identify similarities and common traits. These firms are located in communities of all shapes and sizes. Aside from sharing the insights of his research, Gary will drill down and help you understand how to use his information to do your job more effectively.

#### 10:00 a.m. – 10:30 a.m. Networking Break

#### 10:30 a.m. – 12:00 p.m. Businesses Open Up

**Dave "Goody" Goudreau**, President, Northern Wings Repair, Inc.

**Steven Miesowicz**, HR Director and Expansion Project Manager, Diplomat Specialty Pharmacy

Even businesses that open and succeed need assistance at times and that help doesn't always include lower taxes. Hear from an entrepreneur, a second stage company and a well established firm, the barriers they have faced and their suggestions for enhancing the business climate in Michigan.

#### 12:00 p.m.– 1:15 p.m. Lunch, Membership Meeting, and Goodwill Donation Presentation

#### 1:15 p.m.– 2:15 p.m. Standing Up for Businesses & Economic Growth

**Rob Fowler**, President and CEO, Small Business Association of Michigan

**Kevin Johnson**, Senior Planner, Southeast Michigan Council of Governments

**Larry Merrill**, Executive Director, Michigan Townships Association

MEDA isn't the only organization that is reaching out to the incoming legislature for change. Hear from other business and community organizations that have published whitepapers/reports in recent months.

#### 2:15 p.m.– 2:30 p.m. Networking Break

#### 2:30 p.m.– 3:30 p.m. Economic Development Practitioners' Perspective

**David Schreiber**, Chief Strategist, Oakland County Economic Development & Community Affairs (moderator)

**Amy Clickner**, Chief Executive Officer, Lake Superior Community Partnership

**Don Schurr**, President, Greater Gratiot Development, Inc.

**Olga Stella**, Vice President, Business Development, Detroit Economic Growth Corp.

**Randy Thelen**, President, Lakeshore Advantage Corporation

Economic development practitioners from around the state talk about the recommendations from MEDA's whitepaper, "Economic Development Practitioners' Perspective – An Initiative to Remake Michigan." Learn how the recommendations about business climate, the role of the state in economic development and incentives pertain to their unique region. Learn how to take your own perspective to your local officials and help get a "seat at the table" for economic development practitioners around the state so that we can let the legislature know that One Size Does Not Fit All.

#### 3:30 p.m. Adjourn

**TUESDAY, NOVEMBER 30TH, 2010 • LEXINGTON HOTEL • LANSING, MICHIGAN**