



**Michigan CEO Summit**  
Thursday, November 13, 2014  
8:00am-3:00pm; The Westin Book Cadillac Detroit  
**Event Agenda**

- 8:00-9:00am **Breakfast & Networking**
- 9:00-9:05am **Welcome – Doug Rothwell**, President & CEO, **Business Leaders for Michigan**
- 9:05-9:25am **The Accelerated Pace of Change in the Marketplace: Surviving & Thriving**  
*There are many ways to move forward but one sure way to fall behind... complacency. An experienced, global CEO shares what businesses can do to outperform their competition in today's fiercely competitive marketplace.*  
**Jeff Fetting**, Chairman & CEO, **Whirlpool Corporation**
- 9:25-9:40am **Where does Michigan Rank? A Preview of the 2014 Economic Competitiveness Report**  
*Learn how Michigan stacks up to its competitors. Are we thinking big enough to become a Top Ten state? Are we taking advantage of our greatest strengths?*  
**Doug Rothwell**, President & CEO, **Business Leaders for Michigan**
- 9:40-10:00am **Are You Using Big Data to Fuel Innovation?**  
*Companies that foster innovation tend to keep ahead of their competitors. To be truly innovative, you must be ready to "forecast the future." Learn how to use "big data" to drive innovation in your company to the next level.*  
**James Hackett**, Vice Chair, Board of Directors, **Steelcase, Inc.**
- 10:00-10:20am *20 minute break*
- 10:20-10:50am **Growing Innovation through Collaboration**  
*Growing new products and services happens faster in environments that encourage creative thinkers to collaborate. This panel showcases how collaboration can occur at any level and how to benefit from it.*  
**Blake Krueger**, Chairman, President & CEO, **Wolverine World Wide – GRid70**  
**Matt Clayson**, Director, **Detroit Creative Corridor Center**  
*Moderator: Mary Kramer*, Publisher, **Crain's Detroit Business**
- 10:50-11:20am **How Successful Entrepreneurs Maintain Their Edge**  
*Hear how CEOs and entrepreneurs propel their businesses from startup to profit, from one stage of growth to the next, while navigating the changing demands of their customers.*  
**Miles Jones**, Co-Chairman, **Dawn Food Products, Inc.**  
**Florine Mark**, President & CEO, **Weight Watchers Group**  
**William Pickard**, Chairman & CEO, **Global Automotive Alliance, LLC**  
*Moderator: Stephen Henderson*, Editorial Page Editor, **Detroit Free Press**
- 11:20-11:50am **Getting Your Business Off the Ground**  
*Get the inside track on how to tackle the challenges of building your company from the ground up.*  
**Jaeson Brown**, Partner, **Root4Creative**  
**Amy Proos**, Chief Executive Officer, **Proos Manufacturing**  
**Brian Royster**, Founder & CEO, **AskSupportNow**  
**Ryan Vaughn**, Founder, **Varsity News Network**  
*Moderator: Sam Valenti*, Chairman, **TriMas Corporation**

12:00-1:15pm

***Luncheon Speaker: What does Being Competitive in Today's Global Economy Really Mean?***

*Get a clear understanding of global competition and why what's going on in China and other countries matters to the U.S. and Michigan.*

**Jonathan Woetzel**, Director, **McKinsey Global Institute**

Moderator: **Laurel Champion**, General Manager-Southeast Michigan, **MLive Media Group**

1:15-1:30pm

*15 minute break*

1:30-2:15pm

***Keynote Speaker: Do You know Who Your Competition is?***

*As more of your competition will come from non-traditional channels, your future competition may not be who you think it is.*

**Peter Diamandis**, Chairman & CEO, **XPRIZE Foundation** and Executive Chairman, **Singularity**

Moderator: **Daniel Howes**, Business Columnist, **Detroit News**

2:15-2:30pm

***What's Next?***

**Doug Rothwell**, President & CEO, **Business Leaders for Michigan**

2:30-3:00pm

**Reception & Networking** - *Made in Michigan Lounge*