
News Release
FOR IMMEDIATE RELEASE
February 26, 2010

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MICHIGAN SUSTAINABLE BUSINESS CONFERENCE
CREATING CONNECTIONS: REVITALIZING MICHIGAN
MANUFACTURING, AGRICULTURE AND TOURISM
April 28, 29, 30th at the Grand Traverse Resort and Spa

Traverse City MI - The **Northwest Michigan Sustainable Business Forum**, a program of the Northwest Michigan Council of Governments, and the **Grand Traverse Resort and Spa** are sponsoring the 13th annual **Sustainable Business Conference of Michigan**. This year's statewide event will be held April 28-30 at the Grand Traverse Resort and Spa in Acme.

The event features plenary sessions and educational sessions facilitated by experts in manufacturing, agriculture, and tourism, Michigan's top three industries. Also, attendees will have the opportunity to learn first-hand about sustainable practices by choosing to participate in one of two tours: wineries/agriculture or businesses.

The speakers will include:

Bill Stough, Sustainable Research Group
Brad Miller, Business and Institutional Furniture Manufacturer's Association
Jon Zickert, Crystal Mountain Resort
Don Coe, Black Star Farms: Creating an Agricultural Tourism Destination
Mary Ellen Mika, Steelcase: Greening Supply Chains
Grand Traverse Resort and Spa: Green Lodging
David Lorenz, Travel Michigan

(more)

Christine Rector, Northern Initiatives: EcoTourism
Linda Jones, Michigan Culinary Tourism Alliance
Alliance for Economic Success, Manistee: Exploring the Shores
Roger Doherty, MI Energy Office: Green Venues Certification
Todd Parker, Delta Institute: MI Conservation and Climate Change
John Hoagland and Evan Smith, Cherry Capital Foods
Brian Bourdages, Grand Traverse Regional Land Conservancy
Bob Sutherland, Cherry Republic
Mike Score, Hantz Farm in Detroit
Dan Scripps, MI Representative: Grow Tourism, Green Jobs
Mike Bellemente, National Association of Development Organizations: Economic Development and Local Governments

Agenda:

Wednesday, April 28th:

2:00 p.m. Two Tours (limited seating): 1. Wineries/Agriculture; 2. Businesses

Thursday, April 29th:

8:30 a.m. to 6:30 p.m. Plenary; Lunch included; Educational Sessions; Reception

Friday, April 30th:

8:30 a.m. to 12:30 p.m. Plenary;

2:00 p.m. Used Building Materials Tour (Self Drive)

Online registration is available at the Northwest Michigan Sustainable Business Forum Web site:
www.nwmsbf.org

Early bird registration is available until March 31, \$100 (save \$50). Registration deadline is April 20, \$150 per person. Tours on Wednesday, \$30 per person.

Please visit www.nwmsbf.org for **registration information, exhibit space, and sponsorship opportunities**. Questions may be directed to Patty O'Donnell, Regional Planner; Northwest Michigan Council of Governments at (231) 929-5039 or via email at pattyodonnell@nwm.cog.mi.us.

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The Northwest Michigan Council of Governments, founded in 1973, facilitates and manages services and programs for ten counties in the region. These programs include Regional Planning and Community Development; Northwest Michigan Sustainable Business Forum, Northwest Michigan Works, Workforce Development Board, Northwest Michigan Small Business and Technology Development Center, TeamWork NorthWest, the Procurement Technical Assistance Center program, KAL-TEC, Healthcare Regional Skills Alliance of Northwest Michigan, and the Regional Repository for US Census data.

Some services of NWMCOG are in direct support of the counties, some are independent services provided to the public and business at large. NWMCOG is able to leverage several collaborative partnerships to extend limited resources and provide economies of scale for projects that operate on a regional basis. NWMCOG's member counties are: Antrim, Benzie, Charlevoix, Emmet, Grand Traverse, Kalkaska, Leelanau, Manistee, Missaukee, and Wexford.