13th Annual

SUSTAINABLE BUSINESS CONFERENCE *of* MICHIGAN

April 28-30, 2010

Grand Traverse Resort and Spa
100 Grand Traverse Village Blvd.
Acme, Michigan (near Traverse City)

Let Our Resources Work For You.
Northwest Michigan Council of Governments
Workforce • Business • Community

Creating Connections: Revitalizing Michigan in Manufacturing, Agriculture and Tourism

Conference Agenda at a Glance

Wednesday April 28th
2:00 PM: Two Tours— (limited seating)
1. Wineries (or) 2. Businesses

Thursday April 29th
8:30 AM: Welcome
Plenary
Lunch
Educational Working Sessions
5:00 PM: Reception/Exhibitors

Friday April 30th
8:30 AM: Plenary—Speakers/Presentations
12:30 PM: Adjourn

Accommodations

Discounted room rates are available at the Grand Traverse Resort & Spa: $99 Hotel guest room or $129 Tower guest room, (taxes and resort fee extra). The Resort is a certified Leader by Green Lodging Michigan.

Book your Hotel or Tower guest room reservation online at: www.grandtraverseresort.com

Click: group reservations > Enter code: NMCOG410

Or call 800-968-7352 > Mention Michigan Sustainable Business Forum Conference and Code: NMCOG410.

Registration

$100 per person early bird registration
by March 31, 2010. $150 per person after March 31st
Registration Deadline: April 20, 2010

Winery or Business Tours — $30 per person

Please register online or by mail or FAX (mail check)

Online registration is available at:
www.nwmsbf.org

Payment type: Check or Money Order
Payable to: NWMCOG

Northwest Michigan Council of Governments
Attn: Patty O'Donnell
PO Box 506, Traverse City MI 49685-0506

Email: pattyodonnell@nwm.cog.mi.us
Phone: 231-929-5039 Fax: 231-929-5012

Please register by mail, FAX, or online by March 15, 2010 (Early Bird) or by April 15, 2010 (see above).

Name 1 (first and last)_____ Email:_____ [ ] Business Tour [ ] Winery Tour

Name 2 (first and last)_____ Email:_____ [ ] Business Tour [ ] Winery Tour

Name 3 (first and last)_____ Email:_____ [ ] Business Tour [ ] Winery Tour

Name 4 (first and last)_____ Email:_____ [ ] Business Tour [ ] Winery Tour

Winery Tour or Business Tour Registrants _____ x $30 = Sub Total $ _____

Conference Registrants _____ x $100 by 3/15/10 ***or*** $150 after 3/15/10 = Sub Total $ _____

Grand Total: $ _____

Company Name: _____

Address: _____

City/St/Zip: _____

Organization/Committee/Agency: _____

Phone: _____ Email: _____

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Logo design provided by LKF Marketing.

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Agenda

Up to the minute information on:

www.nwmsbf.org

Exhibitor and Sponsorship Opportunities Available

Wednesday, April 28th: 2:00 p.m.

Two Tours (limited seating) $30.00 each

Wineries/Agriculture:

Good Neighbor Organic Winery
L. Mawby Winery
Shoreline Fruit Processing

Businesses:

Cedar Valley Development
Evergreen Bottle Company

Exhibit set-up after 5pm.

Thursday, April 29th: 8:30 a.m. to 6:30 p.m.

Exhibits Throughout the Day

Plenary:

Patty O'Donnell, Northwest MI Sustainable Business Forum
Derek Bailey, Grand Traverse Band of Ottawa and Chippewa Indians
Scott Chouinard, Grand Traverse Resort and Spa
Elaine Wood, CEO of the Northwest MI Council of Governments
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

Educational Sessions:

Manufacturing

Bissell Corporation, Grand Rapids
Circuit Controls Corporation, Harbor Springs
Michigan Wind Turbine Collaboration

Tourism

Grand Traverse Resort and Spa: Green Lodging
David Lorenz, Travel Michigan
Christine Rector, Northern Initiatives, Eco-Tourism
Linda Jones, Michigan Culinary Tourism Alliance
Alliance for Economic Success, Manistee: Exploring the Shores
Roger Doherty, MI Energy Office: Green Venues Certification
Inland Education Association

Agriculture

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
Mike Plesz, Pleszure Food Groups

Reception:

Hors d'ouvres
Exhibits

Friday, April 30th: 8:30 a.m. to 12:30 p.m.

Exhibits until 1pm

Plenary:

Dan Scripps, MI Representative: Grow Tourism, Green Jobs
Susan Schmidt, Henry Ford: Farm to Tourist Table Model
Rachel Kuntzsch, Heart of the Lakes Center for Land Conservation Policy
Mike Bellemente, National Association of Development Organizations: Economic Development and Local Governments

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