

SHERATON HOTEL  
LANSING, MICHIGAN  
NOVEMBER 30TH, 2007

**Leadership Today and Tomorrow**  
*“and its role in Economic Development”*

## AGENDA

**T**oday, leaders are becoming more and more difficult to find. Discussions continue to revolve around where the next leaders will come from. Is it a talent or is it a skill that can be learned, or a combination of both? Is what it takes to be a leader today the same as it was in the past?

This program examines leadership in economic development. What it takes for local economic developers to become leaders and what it will take in the future to influence and direct a community's economic development strategy.

Through case study work we will also look at how leadership might be impacted by different generations. Do today's leaders look at strengths and weaknesses of their community the same as the leaders of tomorrow will?

**8:30 am - 9:00 am Registration**

**9:00 - 10:30 am**

### **Lessons from the Trenches**

*JoAnn Crary, President, Saginaw Future*  
*Jim Hettinger, President/CEO, Battle Creek Unlimited*  
*Ron Kitchens, CEO, Southwest Michigan First*  
*Birgit Klohs, President, The Right Pace Inc.*  
*Doug Smith, Director, Oakland County E.D./Community Affairs*  
*Moderator: Don Schurr, President, Greater Gratiot Dev.*

In this panel discussion you will learn through the eyes of experienced economic development CEOs. Find out what has worked and what hasn't worked in their growth to become leaders in their communities. What obstacles have they faced? What have they done right and what would they do differently?

**10:30 - 11:00 am**

### **Networking Break**

**11:00 - 12:15 pm**

### **The New Breed**

*Randy Thelen, President, Lakshore Advantage Corp.*  
*Matt Dugener, President, Lansing Economic Area Partnership*  
*Tino Breithaupt, Senior V.P., Traverse Bay EDC*  
*Kara Wood, Economic Development Director, City of Grand Rapids*  
*Moderator: Don Schurr, President, Greater Gratiot Dev.*

This follow-up panel will take a look the challenges facing today's new executives. Including: Is economic development leadership changing? What challenges are there today for the new breed? And how are they addressing these challenges?

**12:15 - 1:15 pm**

### **Lunch & MEDA Membership Meeting**

**1:15 - 1:45 pm**

### **CDBG UPDATE**

*Doug Voshell, Managing Director, Program Administration, Michigan Economic Development Corp.*

The Community Development Block Grant Program continues to change. This update will give you the latest on the 2008 CDBG Work Plan.

**1:45 - 2:00 pm**

### **Networking Break**

**2:00 - 4:00 pm Generational Influences on E.D. Strategies**

Leadership in economic development requires an understanding of the communities strengths and weaknesses. What do the generations see as important in their community? What do they see as strengths and weaknesses? Do different generations have common views?

This case study will look at attraction strategies from a generational point of view. Attendees will be divide into groups and will be given the same case. They will then be asked to develop an attraction strategy based on the community profile.

**4:00 pm**

### **Adjourn**

## Registration Form

MEDA Member \$75

Non-Member \$130

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

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

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

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

### **REGISTRATION:**

Please fax to (517) 241-0089 or mail completed registration form to PO Box 15096, Lansing, MI 48901-15096, or register online at [www.medaweb.org](http://www.medaweb.org) by November 23rd, 2007.

### **Location:**

The program is held at the Lansing Sheraton Hotel, located at 925 S. Creyts Road, Lansing, MI. Phone: (517) 323-7100.

## Credit Card Information

VISA

MasterCard

Name \_\_\_\_\_

Authorized  
Signature \_\_\_\_\_

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

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

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

### **Hotel Accommodations:**

Overnight accommodations can be made at the Sheraton 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.**

**MEDA**  
Michigan Economic Developers Association

# Leadership Today and Tomorrow

**"and its role in Economic Development"**



**MEDA**  
Michigan Economic Developers Association

November 30th, 2007  
Sheraton Hotel  
Lansing, MI