

Northwest Michigan Sustainable Business Forum

proudly hosting this year's statewide conference!



JOIN BUSINESSES FROM AROUND MICHIGAN!

CREATING CONNECTIONS: REVITALIZING MICHIGAN Manufacturing, Agriculture, and Tourism

**Sponsored by the Northwest Michigan Sustainable Business Forum and
The Grand Traverse Resort and Spa**

Registration: By March 31st - \$100 each (early bird) and after until April 20th - \$150 each
Exhibit space: \$150.00 per table
Sponsorship opportunities!

Please visit www.nwmsbf.org for registration, exhibit, and sponsor forms, or please feel free to contact **Patty O'Donnell**, 231-929-5039 or pattyodonnell@nwm.cog.mi.us for the forms and questions.

Agenda with confirmed speakers:

Wednesday, April 28th: 2:00 p.m. to 6:00 p.m. Two Tours (limited seating) \$30.00 each

1. Wineries/Agriculture
 - a. Good Neighbor Organic Winery
 - b. L. Mawby Winery

2. Businesses:
 - a. Cedar Valley Development
 - b. Evergreen Bottle Company

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

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
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

Reception

Hors d'ouvres
Exhibits

Friday, April 30th: 8:30 a.m. to 12:30 p.m.
Exhibits throughout the day

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