

**INTER-  
NATIONAL  
BUSINESS  
FORUM**

# September Program

**Tuesday, September 14, 2004**

**"U.S Global Economic Leadership in  
the 21<sup>st</sup> Century: Paradigm Shift in  
our Economic Model"**

**Dean R. Johnson**

Chairman of the Board, Shanti, Inc.



Cosponsored by MSU's Center for International Business Education and Research (MSU-CIBER) at the Eli Broad College of Business, the Lansing Regional Chamber of Commerce, Lansing Community College, the Detroit College of Law at Michigan State University and Michigan State University Center for Advanced Study of International Development (CASID)



International ventures can intimidate even the most seasoned entrepreneur. Now is your chance to move your business ahead in the world. Co-sponsored by Michigan State University's Center for International Business Education and Research (CIBER), the Lansing Regional Chamber of Commerce, Lansing Community College, the Detroit College of Law at Michigan State University, and the Michigan State University Center for Advanced Study of International Development (CASID), this monthly forum provides outstanding speakers and relaxed networking opportunities for anyone interested in doing business in the global economy—whether you import, export, or provide services.

With extensive international experience, each speaker wraps personal insights around a practical and up-to-the-minute approach to conducting international trade. These events are open to the public.

**Make your reservations.** Contact the International Business Forum at 517-353-4336 or e-mail Beverly Wilkins at wilkinsb@msu.edu.

**Help us Plan.** Let us know your suggestions for speakers and topics. Your ideas for making the Forum work best for you and your organization will be helpful to the Committee. Send e-mail to wilkinsb@msu.edu with your suggestions. The cost of the luncheon is \$20.

## INTERNATIONAL BUSINESS FORUM

### Council Chair

Bill Motz, Lansing Community College

### Council Members

S. Tamer Cavusgil, MSU-CIBER

Patricia Claire, Willingham & Cote', P.C.

Mitch Crank, The Focus Group, LLC

Catherine Dwyer, Detroit College of Law at Michigan State University

Joe Frank, Anderson International Travel

Robert S. Glew, CASID, MSU

Tomas Hult, MSU-CIBER

Linda Schirmer, Maner, Costerisan & Ellis, P.C.

Amin Tejani, Lansing Regional Chamber of Commerce

Michael Unsworth, MSU Canadian Studies Center

Beverly Wilkins, MSU-CIBER

This program was funded in part by the Title VI CIBE grant from the U.S. Department of Education

# INTERNATIONAL BUSINESS FORUMS

**Tuesday, September 14, 2004. "U.S Global Economic Leadership in the 21<sup>st</sup> Century: Paradigm Shift in our Economic Model."**—presented by Dean R. Johnson, Chairman of the Board, Shanti, Inc.

MSU's Center for International Business Education and Research (MSU-CIBER) at the Eli Broad College of Business is dedicated to continually advancing practical knowledge in the field of global economic leadership. Mr. Johnson is one of the experts of this effort; in his IB Forum presentation he will focus on the primary basis for America's global economic leadership in the 20<sup>th</sup> Century and his vision for maintaining its leadership in the 21<sup>st</sup> Century.

America will no longer be able to rely on its status as the world's largest economy and single market as the basis for its global leadership. China, followed by India and the European Union will overtake the U.S. over the next several decades. What, then, must America do to maintain its leadership? It must look inward to how it is utilizing its resources.

Recent presidential election comments have indicated that a strong defense begins at home. Similarly, our global economic leadership begins at home with the American consumer. With consumer spending representing 2/3 of economic activity in the country, the consumer is the engine of the economy. To drive growth of the economy, a focus must be placed on reducing or even eliminating non value-added costs that are passed on to the American consumer, especially those at the lower to middle income segments. These are costs such as higher interest rates, fees, insurance premiums based on credit reports versus actual risk ratios, higher prices to offset better terms offered to upper income segments, etc. These cost-burdens reduce the consumer's purchasing power, that otherwise could be directed to the purchase of additional goods and services or even to higher-end goods and services. This added purchasing power would feed back into the Economic Ecosystem, providing businesses with additional revenue and motivation.

Mr. Johnson has a Bachelor's Degree from Michigan State University and a Jurist Doctor Degree from Wayne State University Law School in Detroit. We feel very fortunate to have Mr. Johnson as our September forum speaker, and hope that you will join us to hear his great pragmatic insights.

## Fall 2004 International Business Forums

September 14, 2004

October 12, 2004

November 9, 2004

Lunch begins at 11:45 a.m.

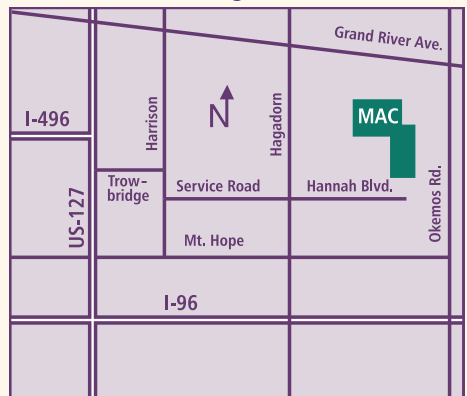
Michigan Athletic Club, East Lansing

For reservations please call

Beverly Wilkins, 517-353-4336

e-mail: wilkinsb@msu.edu

## Directions to the Michigan Athletic Club (MAC)



The MAC, 2900 Hannah Blvd., is located behind the Hannah Plaza, off Hagadorn Rd. in East Lansing

International Business Forum  
Center for International Business Education and Research  
The Eli Broad Graduate School of Management  
7 Eppley Center, MSU, East Lansing, MI 48824-1121

INTERNATIONAL  
BUSINESS FORUM

**September Program**

**Tuesday, September 14, 2004**

**"U.S Global Economic Leadership  
in the 21<sup>st</sup> Century: Paradigm Shift  
in our Economic Model"**

**Dean R. Johnson**

Chairman of the Board, Shanti, Inc.