

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

## THE GLOBAL BUSINESS CLUB OF MID-MICHIGAN

### September Program



**Tuesday, September 20, 2005**

*"A shrinking world, or a growing  
global economy?"*

Lynn Myers  
General Manager, Pontiac-GMC Division



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For the last fifteen years, a consortium of organizations has offered a luncheon speaker series under the auspices of the International Business Forum (IBF) targeted to local academics, public policy makers, and the local business community. The IBF has now become The Global Business Club of Mid-Michigan, with a newly developed focus on global issues of interest to the mid-Michigan business community. The GB Club is dedicated to supporting global business growth tied to Michigan and its diverse corporations.

The main activity of the GB Club is the luncheon speaker series held at the MSU University Club starting with the Fall 2005 events. This event provides both insights on a relevant global business topic as well as a networking opportunity for mid-Michigan's global business executives. Recent speakers (Spring 2005) included Sten Sjöberg (CEO, Gestamp Hardtech), John MacIlroy (CEO, Michigan Manufacturers Association), and Tim O'Donovan (CEO, Wolverine World Wide). The Fall 2005 speakers are Lynn Myers (General Manager, General Motors), Doug DeVos (President, Alticor), and Joe Gingo (Executive VP, Goodyear).





**Tuesday, September 20, 2005. "A Shrinking World, or a Growing Global Economy?" –presented by Lynn Myers, General Manager (Ret.), Pontiac-GMC Division of General Motors**

Global economic pressures, shifts in consumer preferences and relentless advances in technology are forever changing the dynamics of the economic landscape and adding new complexities and challenges. What does it take for today's corporations, entrepreneurs, communities, and educators to adapt to change and continue to grow in this globally competitive environment? Learn what General Motors and others are doing to navigate in the competitive landscape and take advantage of growth opportunities today and into the future.

A native of Escanaba, Michigan, with bachelor and master degrees in marketing from Michigan State University (in 1964 and 1967), Ms. Myers has had a stellar career with General Motors and has served the MSU community in an exemplary manner along the way. At GM (before retiring from full time activity in 2004), Ms. Myers held the position of General Manager of the Pontiac-GMC Division. Prior to that, Lynn held positions as Category Manager, General Director of Brand Management and Marketing, and General Marketing Manager within the same division. Ms. Myers has also been General Director of North American Passenger Car and Truck Planning, General Director of North American Truck and Capacity Planning as well as held various executive positions with GM's Oldsmobile Division.

Lynn Myers linkage to Michigan State University over the years has been very strong. She serves on the Eli Broad Business School's Dean's Advisory Committee and the MSU-CIBER Advisory Committee. Ms. Myers has also been active in various MSU projects such as Chairing the MSU Management Conference, being President of the MSU Business Alumni Association Board of Directors, and held various positions in conjunction with the MSU Development Board of Directors (in addition to giving speeches to students and faculty). She was the first female recipient of the prestigious John A. Hannah Outstanding Alumni Award in 2003, and has also received the Outstanding Business Alumnus Award (1989), the Outstanding Service Award (1995), and the Distinguished Alumni Award (1999).

Ms. Lynn Myers is superbly qualified to discuss issues that relate to the global economy and what businesses, including the auto industry and beyond, should tackle in their quest to be competitive. Come and learn from and interact with one of the most dedicated MSU alumni in the last half a century!

## THE GLOBAL BUSINESS CLUB OF MID-MICHIGAN



### 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, Michigan State University College of Law

Joe Frank, Anderson International Travel

Robert S. Glew, CASID, MSU

Tomas Hult, MSU-CIBER

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

Amin Tejani, Shanti International

Sheila Troxel, Ameriprise Financial

Michael Unsworth, MSU

Canadian Studies Center

Beverly Wilkins, MSU-CIBER

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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 Greater Lansing Regional Chamber of Commerce, Lansing Community College, Michigan State University College of Law, Michigan State University Center for Advanced Study of International Development (CASID) and Women in International Development (WID), 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 Global Business Club of Mid-Michigan 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 Global Business Club 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.



Map to the University Club, Lansing

### Fall 2005 Global Business Club programs

Sept. 20, 2005

Oct. 11, 2005

Nov. 22, 2005

Lunch begins at 11:45 a.m.

University Club (Golf Banquet Room)

For reservations please call Beverly Wilkins, 517-353-4336 e-mail: wilkinsb@msu.edu