

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

October Program



Tuesday, October 11, 2005

11:45 am, MSU University Club

"Dollars and Values"

Doug DeVos
President, Alticor (www.alticor.com)

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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 (attendance at one of the luncheons includes membership in the GB Club for one year).

The luncheons provide both insights on a relevant global business topic as well as a networking opportunity for mid-Michigan's global business executives. As a sample, the Spring 2005 speakers included Sten Sjöberg (CEO, Gestamp Hardtech), John MacIlroy (CEO, Michigan Manufacturers Association), and Tim O'Donovan (CEO, Wolverine World Wide). Lynn Myers (Former General Manager, General Motors) started us off this fall (September 20), with Joe Gingo (Executive VP, Goodyear) to follow on November 22 after Doug DeVos's (President, Alticor) presentation in October.





Tuesday, October 11. "Dollars and Values" –presented by Doug DeVos, President, Alticor, Inc. (www.alticor.com)

Doug DeVos has watched a business started in his family's basement grow into a \$6.2 billion enterprise spanning six continents. His philosophy is that the biggest challenge of becoming a global competitor has very little to do with languages, currencies or regulations. Instead, DeVos says there are two common elements at the heart of any successful business: Companies that know their purpose and people who know what they stand for. More than any other factors, core values are what enable global enterprises and individuals to cross borders and cultures successfully. How do you make your company's core values the foundation for success globally? Come and learn how Alticor has tackled the global marketplace and what the company is doing right now to achieve superior success.

Alticor is the parent company of Amway Corp, Quixtar Inc., and Access Business Group LLC. Headquartered in Ada, Michigan, Alticor and its affiliates offer products, business opportunities, and manufacturing and logistics services in more than 80 countries and territories. As President, Mr. DeVos oversees daily operations of the company and its subsidiaries: global-direct selling giant Amway Corp., North American e-commerce leader Quixtar Inc., and business-to-business supplier Access Business Group LLC. In his role, Doug DeVos helped Alticor evolve into one of the world's most international companies. Nearly 80 percent of the company's revenues are generated overseas, and the company's more than 13,000 employees and 3.2 million affiliated independent business owners are fully reflective of their local cultures.

With a strong belief in fostering entrepreneurs around the world, Mr. DeVos previously served as Amway's Senior Vice President-Asia Pacific, Senior Vice President-Americas (focusing on the critical link between North and Latin America) as well as Director of Amway Europe. These roles have made the youngest son of Amway co-founder Rich DeVos a superbly qualified international expert. So, you may want to attend the luncheon to hear the success story of how a small Michigan company grew from selling a single product in 1959 to a \$6.2 billion enterprise. You may want to get a better grasp on the role of organizational core values when going international. Or both. In either case, Mr. Doug DeVos' luncheon presentation promises to be a unique event you do not want to let pass if you are in the global business arena.

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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.

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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Map to the University Club, Lansing

Fall 2005 Global Business Club programs

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