

The Global Business Club of Mid-Michigan
International Business Center
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

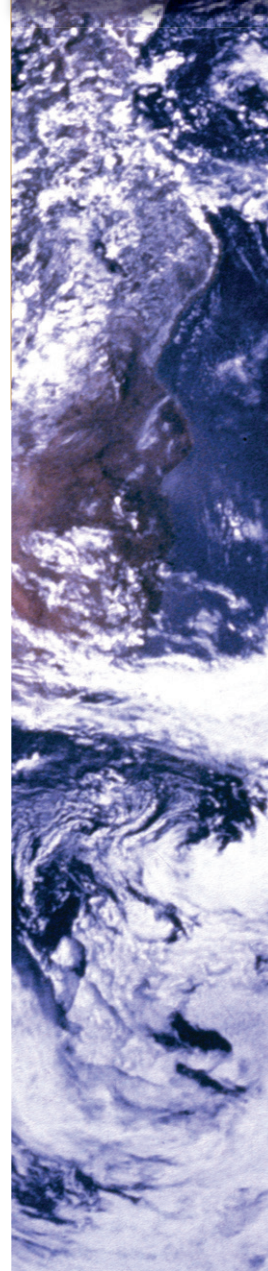


Tuesday, October 24, 2006

11:45 am, MSU University Club

*"Starting, Growing, and Internationalizing
a Firm"*

Bruce Leech, Philanthropist and Founder,
CrossCom National, Inc.
(www.crosscomnational.com)



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<http://GBClub.msu.edu>



Tuesday, October 24, 2006 *"Starting, Growing, and Internationalizing a Firm"*—presented by Bruce Leech, Philanthropist and Founder, CrossCom National, Inc. (www.crosscomnational.com).

Mr. Bruce Leech established CrossCom National in 1981 as a telecommunications broker providing business telephone systems to small businesses in the Chicago area. Over the next couple of decades, CrossCom grew its retail customer base substantially. In 1998 the company launched CrossInform, its Web-based project management and customer information portal. In 1999, the company implemented its voice repair business. CrossCom also expanded its field capabilities into data, POS, and wireless services.

The beginning of the new century marked other forms of expansion for CrossCom. In 2003, CrossCom acquired Integrated Rollout Solutions, a leading provider of nationwide rollout solutions for retailers. In 2004, Goense Bounds & Partners, a private equity firm currently managing a \$225 million fund, partnered with CrossCom to fund continued rapid growth. In addition, CrossCom acquired Image Technology Solutions, a nationwide provider of POS and data systems total refurbishment services.

Bruce Leech, in addition to being the company's founder, held the position of CEO and President until July of 2001. He continues to serve on the CrossCom's Board of Directors. Today, CrossCom's mission "is to grow and prosper by providing unique solutions to our customers' business needs better, faster, and more cost-effectively than the competition."

Mr. Leech earned his certification from the Harvard Business School's Owner/President/Managers Executive Education Program, his MBA from DePaul University, and his Bachelor of Arts degree in Finance from Michigan State University. He also started the Broad Executive Forum of Chicago in 2006, drawing 225 people to the inaugural event. He is also a long-standing supporter of MSU's Broad College of Business. He serves on the Dean's Advisory Board and MSU-CIBER's Advisory Council.

In his talk, Bruce will tackle a variety of areas concerning starting a business, growing it successfully domestically, and then taking it international. Mr. Leech's luncheon presentation promises to be a unique event that you do not want to miss if you are a "global knowledge-seeker" interested in how to start a company and then take it international.

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Since 1990, 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.

Cosponsored 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), the monthly GB Club luncheons 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, the speakers wrap personal insights around a practical and up-to-the-minute approach to conducting international trade. The event is open to the general public. This event provides both insights on a relevant global business topic as well as a networking opportunity for mid-Michigan's global business executives.

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 \$25 (\$15 for students); this includes a one year membership to the Global Business Club of Mid-Michigan.

Council Chair

Bill Motz, Lansing Community College

Council Members

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Robert S. Glew, CASID, MSU

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Linda Schirmer

Maner, Costerisan & Ellis, P.C.

Amin Tejani, Shanti International

Michael Unsworth, MSU

Canadian Studies Center

Beverly Wilkins, MSU-CIBER

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Map to the University Club, Lansing

2006-2007 Global Business Club programs
November 21, 2006
February 13, 2007
March 14, 2007
April 10, 2007

Lunch begins at 11:45 a.m.
University Club Ballroom
For reservations please call
Beverly Wilkins, 517-353-4336
e-mail: wilkinsb@msu.edu