

Global Business Club of Mid-Michigan

Competing Strategically in the Global Marketplace

Thursday, April 30, 2015 - 9:00am-5:00pm

MSU Henry Center for Executive Development - 3535 Forest Road, Lansing
(Seminar: A170 - Luncheon: Ballroom)

- 9:00-9:30 a.m. Registration & Networking**
- 9:30 - 10:00 a.m. Welcome & Opening Remarks**
Tomas Hult, Professor & Byington Endowed Chair, Eli Broad College of Business
- 10:00 - 11:00 a.m. Opening Keynote: Opportunities for MSEs in the Global Marketplace**
Doug Barry, Deputy Director, US Commercial Service
- 11:00 - 11:15 a.m. Break**
- 11:15 - 12:15 a.m. Global Business Resource Panel**
Deanna Richeson, Director, MEDC Export Program
Sara Coulter, Director, US Export Assistance Center, Detroit
Jean Shtokal, President, West Michigan District Export Council
- 12:30 - 1:30 p.m. Luncheon Keynote**
John Sztykiel, Past President & CEO, Spartan Motors, Inc.
- 1:45- 2:45 p.m. Panel Of Mid-Michigan Businesspersons**
Jim Herbert, President & CEO, Neogen Corporation
Chris Holman, Founder & CEO, Michigan Business Network
Fredric Lund, VP, Int'l Business Development, Domino's
Doug Barry, Deputy Director, US Commercial Service
- 2:45-3:30 p.m. Global Strategy Wrap-up**
Tomas Hult, Professor & Byington Endowed Chair, Eli Broad College of Business
- 3:30 - 5:00 p.m. Reception**

The Global Business Club is pleased to present our April program in conjunction with the Executive MBA program at Michigan State University. This day-long program will bring together industry experts and businesspersons of global expertise to explore global strategies for success utilized by firms of all sizes. This will be a must-attend event; space is limited.

\$35 registration fee includes break service, lunch, and reception

www.GBClub.msu.edu - 517.353.4336 - check us out on social media:   



MICHIGAN STATE UNIVERSITY

Broad College of Business
International Business Center

MSU CENTER FOR ADVANCED STUDY OF INTERNATIONAL DEVELOPMENT



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