

# Northwest Michigan Sustainable Business Forum

*proudly hosting this year's statewide conference!*



**JOIN BUSINESSES FROM AROUND MICHIGAN!**

## **CREATING CONNECTIONS: REVITALIZING MICHIGAN Manufacturing, Agriculture, and Tourism**

**Sponsored by the Northwest Michigan Sustainable Business Forum and  
The Grand Traverse Resort and Spa**

**Registration: By March 31<sup>st</sup> - \$100 each (early bird) and after until April 20<sup>th</sup> - \$150 each**  
**Exhibit space: \$150.00 per table**  
**Sponsorship opportunities!**

Please visit [www.nwmsbf.org](http://www.nwmsbf.org) for registration, exhibit, and sponsor forms, or please feel free to contact **Patty O'Donnell**, 231-929-5039 or [pattyodonnell@nwm.cog.mi.us](mailto:pattyodonnell@nwm.cog.mi.us) for the forms and questions.

### **Agenda with confirmed speakers:**

**Wednesday, April 28<sup>th</sup>: 2:00 p.m. to 6:00 p.m. Two Tours (limited seating) \$30.00 each**

1. Wineries/Agriculture
  - a. Good Neighbor Organic Winery
  - b. L. Mawby Winery

2. Businesses:
  - a. Cedar Valley Development
  - b. Evergreen Bottle Company

**Thursday, April 29<sup>th</sup>: 8:30 a.m. to 6:30 p.m.**  
**Exhibits Throughout the Day**

### **Plenary:**

Patty O'Donnell, Northwest MI Sustainable Business Forum  
Derek Bailey, Grand Traverse Band of Ottawa and Chippewa Indians  
Scott Chouinard, Grand Traverse Resort and Spa  
Elaine Wood, CEO of the Northwest MI Council of Governments

Bill Stough, Sustainable Research Group  
Brad Miller, Business and Institutional Furniture Manufacturer's Association  
Jon Zickert, Crystal Mountain Resort  
Don Coe, Black Star Farms: Creating an Agricultural Tourism Destination  
Mary Ellen Mika, Steelcase: Greening Supply Chains

### **Educational Sessions**

Grand Traverse Resort and Spa: Green Lodging  
David Lorenz, Travel Michigan  
Christine Rector, Northern Initiatives, Eco-Tourism  
Linda Jones, Michigan Culinary Tourism Alliance  
Alliance for Economic Success, Manistee: Exploring the Shores  
Roger Doherty, MI Energy Office: Green Venues Certification  
Todd Parker, Delta Institute: MI Conservation and Climate Change  
John Hoagland and Evan Smith, Cherry Capital Foods  
Brian Bourdages, Grand Traverse Regional Land Conservancy  
Bob Sutherland, Cherry Republic  
Mike Score, Hantz Farm in Detroit

### **Reception**

Hors d'ouvres  
Exhibits

**Friday, April 30<sup>th</sup>: 8:30 a.m. to 12:30 p.m.**  
**Exhibits throughout the day**

### **Plenary:**

Dan Scripps, MI Representative: Grow Tourism, Green Jobs  
Susan Schmidt, Henry Ford: Farm to Tourist Table Model  
Rachel Kuntzsch, Heart of the Lakes Center for Land Conservation Policy  
Mike Bellemente, National Association of Development Organizations: Economic Development and Local Governments

**2:00 p.m. Self Drive Used Building Materials Tour**