



DETROIT, NOVEMBER 5-7, 2018  
CROWNE PLAZA DETROIT DOWNTOWN RIVERFRONT

#TrustBelt18

MONDAY, NOVEMBER 5<sup>TH</sup>

6.00 - 8.00PM

**Welcome Reception**

Top of the Pontch  
25th Floor of the Crowne Plaza Detroit Downtown Riverfront

TUESDAY, NOVEMBER 6<sup>TH</sup>

8.00 - 8.50 AM

**Breakfast & Registration**

8.30 - 8.45 AM

**Special Presentation**

8.55 - 9.00 AM

**Welcome**

9.00 - 10.15 AM

**Session I: The American Imperative: Why to Invest in America**

Why are so many companies, both domestic and foreign, choosing to invest and expand in America, and which industries are leading the way?

**KEYNOTE & PANELIST**

**Peter Zeihan** CONFIRMED

Author **The Accidental Superpower**

**MODERATOR**

**Ron Starner** CONFIRMED

Senior VP **Conway, Inc.**

**PANELISTS**

**Courtney Dunbar** CONFIRMED

Industrial Program Leader **Olsson Associates**

**Tre Sasser** CONFIRMED

CFO **Rural Sourcing Inc.**

**Christopher Wild** INVITED

Senior Corporate Real Estate Manager **Thermo Fisher Scientific**

10.15 - 10.45 AM

**Book Signing & Networking Break**

**Peter Zeihan** CONFIRMED

Author **The Accidental Superpower**

CONFIRMED SPEAKERS



**Peter Zeihan**

A geopolitical strategist who has lived in the world of international affairs throughout his career. He launched his own firm, Zeihan on Geopolitics, in 2012.



**Amy La Porte**

Amy La Porte is a reporter, writer/producer and copyeditor based out of the CNN world headquarters.



**KP Reddy**

Serial Entrepreneur, Technology Investor & Innovation Catalyst.



**John Manzella**

Author, speaker and editor-in-chief of The Manzella Report, the premier source for global business and economic news and analysis.





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10.45 -12.00 PM

## Session II: Rebooting the American City

Never in history have cities been more important to our economy than they are today. This is even more true in the TrustBelt, where the demise of certain legacy industries has left gaping holes ripe for redevelopment. How can you leverage your assets to make your city and your region more competitive?

### KEYNOTE

**John Manzella** CONFIRMED

Author and speaker on Global Business & Economic Trends, Founder of **The ManzellaReport.com**

### MODERATOR

### PANELISTS

**Frank Cuevas** INVITED

VP Real Estate Strategy & Operations **IBM**

**Jessica Michaels Johnson** INVITED

Principal **Blue J Group**

**Eric Zahniser** INVITED

Head of Business Development & Portfolio Management **Siemens Healthineers**

12.00 - 1.00 PM

## Lunch

1.00 - 2.15 PM

## Session III: Talent Acquisition & Retention

What does it take to develop tomorrow's workforce? How involved should government be in creating specialized workforce development programs, and what are some of the most effective out there? Once trained, how do companies and regions ensure they retain top talent?

### KEYNOTE & PANELIST

**Arran Stewart** CONFIRMED

Co-Owner **Job.com**

### MODERATOR

**William Delaney, Esq.** CONFIRMED

Founding Partner Specializing in International & Corporate Law **Delaney Law**

### PANELISTS

**Margaret Blais** INVITED

Manager, Corporate Real Estate **Akzo Nobel**

**Sher Cruz** INVITED

Senior Real Estate Manager **Koch Industries, Inc.**

**Craig Hagen** CONFIRMED

Senior Director, Global Government Affairs **Electronic Arts**

**David Kontra** INVITED

Senior Transformational Leader **GE**

**Victor LaGroon** CONFIRMED

Diversity and Inclusion Veterans Advisor **City of Hope Hospitality & Healthcare**

## SITE CONSULTANTS



### Derrick Mashore

Mr. Mashore works in CBRE's D.C. office and has closed hundreds of transactions for nonprofit, institutional and Fortune 500/1000 clients



### Ann Harts

Ann has spearheaded the real estate activities for a publicly traded \$2 billion annual revenue global company with a real estate portfolio of 150+ locations.



### Ann Petersen

Ann Petersen is a Senior Director in the C&W Business Incentives Practice and brings 15 years of experience in economic development and financial incentive negotiation.



### Courtney Dunbar

Courtney has 19 years of combined career experiences in economic development, site selection, community planning, and project funding.





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2.15 - 2.45 PM

### Networking Break

2.45 - 3.45 PM

### Session IV: The Future of Automotive

What's the future of transportation? How do regions adapt and take advantage of an industry seemingly reinventing itself before our eyes?

#### KEYNOTE & PANELIST

**Henrik Fisker** INVITED  
Chairman & CEO **Fisker Inc**

#### MODERATOR

**John Evans** CONFIRMED  
Managing Director **Tractus Asia Ltd.**

#### PANELISTS

**Robert Brown** INVITED  
Director, Global Operations **Rolls Royce**  
**Greg Dunford** INVITED  
Senior Property Project Manager **Volvo Group Real Estate**  
**Lindsay Friedman** INVITED  
Senior Manager, Corporate Real Estate **Continental Tire**  
**Michael Jastifer** INVITED  
Director Real Estate **Fruedenberg Group, North America**

3.45 - 4.00 PM

### Networking Break

4.00 - 5.00 PM

### Session V: Where are Companies Expanding & Why

A panel of experts will discuss where they think corporations are looking to expand and will provide insight as to why.

#### KEYNOTE

#### MODERATOR

**Amy La Porte** CONFIRMED  
Writer, Producer, Reporter **CNN**

#### PANELISTS

**Keith Bennet** CONFIRMED  
Special Projects **BrewDog**  
**Patrick Fiel** CONFIRMED  
Head of Corporate Development **EdgeConnex**  
**Colby Tanner** CONFIRMED  
AVP of Economic Development **BNSF Railway**

6.00 - 8.00 PM

### Networking Reception & Dinner

[Ford Piquette Avenue Plant](#) | 461 Piquette St, Detroit, MI 48202  
**Birthplace of the Model T**

CONFERENCE PARTNERS





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WEDNESDAY, NOVEMBER 7<sup>TH</sup>

8.00 - 9.00 AM **Breakfast & Registration**

9.00 - 10.00 AM **Session VI: AI, Automation & the Future of Manufacturing**

Will robots take our jobs? How is automation reshaping the landscape of American manufacturing? Where are the greatest challenges and opportunities?

**KEYNOTE**

**MODERATOR**

**PANELISTS**

[Jose Gaztambide](#) INVITED

COO **Interapt**

[Steve Rudderham](#) INVITED

VP of Global Business Services **Kellogg Company**

10.00 - 10.30 PM **Networking Break**

10.30 - 11.45 AM **Session VII: Building the Next Silicon Valley**

What are the core assets that a region must have to become a high-tech haven and cultivate a start-up ecosystem? What are the pitfalls to avoid? Who's doing the best job at creating the next tech-laden region?

**KEYNOTE & PANELIST**

[K.P. Reddy](#) CONFIRMED

Founder **Shadow Ventures**

**MODERATOR**

[Maren Lesche](#) CONFIRMED

Founder **Startup Colors**

**PANELISTS**

[Lauren Thompson Miller](#) INVITED

CEO & Co-Founder **Adiant Brands**

[Hassan Syed](#) CONFIRMED

CEO **Bir Ventures USA Ltd**

11.45 - 12.00 PM **Keynote**

[Congressman Dan Kildee](#) CONFIRMED

Michigan's 5th district





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12.00 - 1.00 PM

## Lunch

1.30 - 3.00 PM

## Session VIII: Cocktails & Consultants

The consultant roundtables tend to be the best attended at any economic development event, as real site consultants with real projects share their expertise on how ED agencies succeed in getting their attention, and how they fail. This year, enjoy a cocktail while listening to the nation's leading consultants then be sure to take advantage of the networking opportunity after the session has finished.

### KEYNOTE

#### MODERATOR

**Ann Harts** CONFIRMED

Managing Director Site Selection & Incentives **ESRP**

#### PANELISTS

**Susan Arledge** CONFIRMED

President, Site Selection & Incentives **ESRP Real Estate**

**Jeff Forsythe** CONFIRMED

Founder **Jeff Forsythe & Associates, Inc.**

**Derrick Mashore** CONFIRMED

Senior Vice President **CBRE**

**Ann Petersen** CONFIRMED

Managing Director **Cushman & Wakefield**

**Tom Stringer** CONFIRMED

National Site Selection & Incentives Service Leader **BDO USA, LLP**

3.00 - 3.15 PM

## Closing Remarks

