



#TrustBelt18

# DETROIT, NOVEMBER 5-7, 2018

CROWNE PLAZA DETROIT DOWNTOWN RIVERFRONT | 2 WASHINGTON BLVD., DETROIT, MICHIGAN 48226

## 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

8.55 - 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

Executive Vice President *Conway, Inc.*

#### PANELISTS

**Courtney Dunbar** CONFIRMED

Industrial Program Leader *Olsson Associates*

**Tre Sasser** CONFIRMED

CFO *Rural Sourcing Inc.*

**John Longshore** CONFIRMED

Senior Consultant *Global Location Strategies*

10.15 - 10.45 AM

### Book Signing & Networking Break

**Peter Zeihan** CONFIRMED

Author *The Accidental Superpower*

## CONFIRMED SPEAKERS



### Henrik Fisker

An entrepreneur, creator, innovator, mentor, brand ambassador and a leading automotive designer.



### May Russell

May Russell is a Technology Executive with a track record of delivering value and technology transformations to the enterprise, business units and the consumer.



### 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.



### 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 & MODERATOR

**John Manzella** CONFIRMED

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

### PANELISTS

**Patrick Fiel** CONFIRMED

Head of Corporate Development **EdgeConneX**

**Jessica Michaels Johnson** CONFIRMED

Principal **BlueJ Group**

**Mike Kulka** CONFIRMED

CEO & Founder **PM Environmental, Inc.**

**Gray Swoope** CONFIRMED

President & CEO **VisionFirst Advisors, LLC**

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

Founder & CVO **Job.com**

### MODERATOR

**William Delaney, Esq.** CONFIRMED

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

### PANELISTS

**Cathy Hendrian** CONFIRMED

Senior Vice President, Human Resources **CMS Energy**

**Craig Hagen** CONFIRMED

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

**Victor LaGroon** CONFIRMED

Diversity and Inclusion Veterans Advisor

**City of Hope Hospital & Healthcare**

## SITE CONSULTANTS



### Derrick Mashore

Mr. Mashore works in CBREs 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 \$2billion 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** CONFIRMED  
Chairman & CEO **Fisker Inc**

#### MODERATOR

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

#### PANELISTS

**Michael Fleming** CONFIRMED  
CEO **Torc**

**May Russell** CONFIRMED  
Emerging Technologies Executive **Ford Motor Company**

**David Sturza** CONFIRMED  
Manager, Global Economic Development Government Affairs **BorgWarner**

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.

#### MODERATOR

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

#### PANELISTS

**Keith Bennet** CONFIRMED  
Special Projects **BrewDog**

**Kim Moore** CONFIRMED  
Managing Director **Newmark Knight Frank Global**

**Roger Nesti** CONFIRMED  
Director International Real Estate **Kellogg Company**

**Colby Tanner** CONFIRMED  
AVP of Economic Development **BNSF Railway**

6.00 - 8.00 PM

### Networking Reception & Dinner

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

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### EVENT SPONSORS



### 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?

#### MODERATOR

**Eric Shreffler** CONFIRMED

Managing Director, Auto Alliances **State of Michigan**

#### PANELISTS

**Ato Andoh** CONFIRMED

Chief Executive Officer **Green Coal Solutions**

**Arron Corcoran** CONFIRMED

Vice President **Treva Automation**

**Jose Gaztambide** CONFIRMED

COO **Interapt**

**Tom Kelly** CONFIRMED

Executive Director and CEO **Automation Alley**

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

**Matt Knight** CONFIRMED

Principal **Shadow Ventures**

#### MODERATOR

**Maren Lesche** CONFIRMED

Founder **Startup Colors**

#### PANELISTS

**Hassan Syed** CONFIRMED

CEO **Bir Ventures USA Ltd**

**Chris Thomas** CONFIRMED

Co-Founder **Detroit Mobility Lab**





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11.45 - 12.00 PM

## Keynote

**Congressman Dan Kildee** CONFIRMED

Michigan's 5th district

12.00 - 1.00 PM

## Lunch

1.15 - 2.45 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.

### MODERATOR

**Ann Harts** CONFIRMED

Executive Vice President, Site Selection & Incentives **ESRP**

### PANELISTS

**Susan Arledge** CONFIRMED

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

**Jeff Forsythe** CONFIRMED

Founder **Forsythe & Associates, Inc.**

**Derrick Mashore** CONFIRMED

Senior Vice President **CBRE**

**Ann Petersen** CONFIRMED

Managing Director **Cushman & Wakefield**

2.45 - 3.00 PM

## Closing Remarks

