



**UPWARD**  
**INITIATIVE**  
 GROWING BUSINESS & INDUSTRY

## UPEDA CONFERENCE ON BI-NATIONAL REGIONAL COLLABORATION

LSSU WALKER L. CISLER CENTER  
 650 W.EASTERDAY AVE., SSM MI 49783

<b>WEDNESDAY, OCTOBER 24, 2012 – LSSU CISLER CENTER, SAULT STE. MARIE MICHIGAN</b>	
1:00 – 3:00 PM	Registration
2:00 – 2:45 PM	Opening Remarks: Lee Shirey, EDA and Jeff Holt, SSM EDC Chair <b>CANADIAN KEYNOTE:</b> Roy B. Norton, Consul General of Canada at Detroit
2:45 – 3:15 PM	<b>MICHIGAN: Lt. Governor Brian Calley</b>
3:30 – 4:30 PM	<b>ALTERNATIVE ENERGY PANEL</b> Rob Reid, President NSCI (confirmed) Kinross Cellulosic Ethanol (confirmed) Dan Dasho, Coverland Electric (confirmed) <i>Kim Stoker, Moderator</i>
4:30 – 5:30 PM	Networking Reception @ LSSU, Sault MI
<b>THURSDAY OCTOBER 25, 2012 – LSSU CISLER CENTER, SAULT STE. MARIE MICHIGAN</b>	
8:00 – 9:00 AM	Registration / Continental Breakfast
9:00 – 9:15 AM	<b>WELCOME AND INTRODUCTIONS –</b> KIM STOKER, UPEDA PRESIDENT SAULT MICHIGAN MAYOR TONY BOSBOUS SAULT ONTARIO MAYOR DEBBIE AMOROSO
9:15 – 9:55 AM	<b>OPENING KEYNOTE –</b> PHIL BECKER, EXECUTIVE DIRECTOR INTERNATIONAL BRIDGE AUTHORITY (confirmed)
9:55 – 10:05 AM	<b>COFFEE BREAK</b>
10:05 – 10:45 AM	<b>CANADIAN KEYNOTE –</b> Tom Dodds, CEO SSM EDC Ontario
10:45 – 11:30 AM	<b>MULTI-MODAL PRESENTATIONS</b> Pete Anastor- MEDC TDL (confirmed) Don Mitchell, Sault Ontario Multi-Modal Ralf Wilhelms, Sault Multi-Modal (confirmed) Dan Casey, I-69 Corridor (confirmed) <i>Phil Becker, Moderator (confirmed)</i>
11:30 AM – NOON	<b>UPEDA REPORT / MEMBERSHIP UPDATES</b>
NOON – 1:00 PM	<b>LUNCH</b>

1:15 – 2:20 PM	<p><b>HIGHER EDUCATION PANEL</b></p> <p>Dr. David Schantz, VP Algoma University  Dr. Morrie Walworth, VP Lake Superior State University  Reuven Shlozberg, University of Toronto – Mowat Center  MSU Center for Community and Economic Development – Best Practices in exporting strategies and foreign direct investment attraction, and collaboration research.  David Hollister, Great Lakes International Trade and Transport Hub  <i>JD Snyder, Moderator</i></p>
2:20 – 2:30 PM	<p><b>AFTERNOON BREAK</b></p>
2:30 – 3:30 PM	<p><b>BUSINESS ROUNDTABLE</b></p> <p>Heliene Photovoltaic Modules – Sault Ontario  Ellsin Environmental – Sault Ontario  Aggressive Manufacturing Innovations – Sault MI  Hoover Precision Products – Sault MI  <i>Bob Metzger, MEDC</i></p> <p>Participants in this panel will talk about exporting experiences, collaborative relations they have developed in foreign markets, and problem solving relationships. The panel will also touch on what roles various entities play in the exporting process – including universities, businesses, economic development organizations, and finally where they anticipate exporting opportunities over a two year trajectory.</p>
3:30 PM	<p><b>ADJOURN/NEXT STEPS</b></p>



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