

Alliance PROGRAM

Retail Development through Public/Private Partnerships

INTERNATIONAL COUNCIL OF SHOPPING CENTERS
IN PARTNERSHIP WITH



EAST MICHIGAN ALLIANCE PROGRAM

The Townsend Hotel ♦ 100 Townsend Street ♦ Birmingham, MI
Thursday, April 23, 2009 ♦ 8:00 am – 1:00 pm ♦ Phone: +1 248 642 7900

IT'S A WHOLE NEW BALLGAME: ENTREPRENEURSHIP AND ECONOMIC DEVELOPMENT IN TODAY'S ECONOMY

PROGRAM AGENDA

8:00 am – 1:00 pm
8:00 – 8:30 am
8:25 – 8:30 am
8:30 – 9:45 am

REGISTRATION
CONTINENTAL BREAKFAST SERVED
WELCOMING REMARKS
PANEL DISCUSSION - PERSPECTIVES ON INCENTIVES AND ATTRACTING RETAILERS TODAY
MODERATOR: GINA CAVALIERE, City of Warren DDA
PANELISTS: RICHARD BARR, Honigman Miller Schwartz and Cohn, Detroit, MI
DICK BUSS, National City Bank, Troy, MI
KATHARINE CZARNECKI, Michigan Economic Development Corporation, Lansing, MI
ROBERT FISH, Biggby Coffee, East Lansing, MI

9:45 – 10:00 am
10:00 am – 11:15 pm

Break
ROUNDTABLE DISCUSSIONS: (YOU WILL HAVE THE OPPORTUNITY TO PARTICIPATE IN TWO 35-MINUTE DISCUSSION EACH)

• TIF FUNDING: TRICKS OF THE TRADE	- TIM WITTEBORT, Howard and Howard Attorneys, P.C., Royal Oak, MI
• NEW CLASSES OF LIQUOR LICENSES BRING NEW OPPORTUNITIES	- ELAINE POHL, Kupelian Ormond & Magy, P.C., Southfield, MI
• INCENTIVES FOR SMALL PROJECTS UNDER \$50K	- CRISTINA SHEPPARD-DECIUS, Ferndale DDA
• FINANCING COMMERCIAL REAL ESTATE DEALS IN THE NEW ECONOMY	- PATRICK MONDRO, National City Bank, Troy, MI
• MAKING THE MOST OF ONLINE MARKETING	- CHARLES SCRASE, Google.com, Ann Arbor, MI
• ADDRESSING PARKING DOWNTOWN	- DAVE RICH, Rich and Associates, Southfield, MI
• WOODWARD ECONOMIC DEVELOPMENT TOOL-A CASE STUDY	- NICOLE KLEPADLO, Woodward Avenue Action Association, Royal Oak, MI
• TELEVISION, VIDEO AND "DISCOVER THE D"	- PETER WATT, Cavalier Pictures, Detroit, MI
• MAJOR INCENTIVES FOR DETROIT RETAILERS	- ERIC DUISTERMARS, DEGC, Detroit, MI
• USING THE MUNICIPAL TOOLBOX: INCENTIVES AVAILABLE FOR REDEVELOPMENT	- LUKE BONNER, City of Sterling Heights, MI

11:15 am – 12:30 pm **HARNESSING THE ENERGY OF ENTREPRENEURS: A SHOWCASE**

MODERATOR: JOAN PRIMO, The Strategic Edge, Southfield, MI

TORYA BLANCHARD, Good Girls Go To Paris, Detroit, MI

THOMAS BLOOM, Toast, Ferndale MI

MARY LIZ CURTIN, Leon and LuLu, Clawson, MI

EDDIE DENHA, Dollar Castle, Southfield, MI

LISA GLEESON, Lisa's Gift Wrappers, Royal Oak, MI

CHRIS JOHNSTON, Woodward Avenue Brewers, Ferndale, MI

CHRIS MCCUISTON, Goldfish Swim School, Birmingham, MI

GEORGE N'NAMDI-G.R. N'namdi Gallery, Detroit, MI

CARMEN N'NAMDI, Artertainment, Detroit, MI

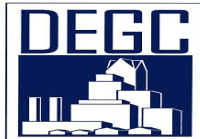
MARK NICKITA, Pure Detroit, Detroit, MI

JACKIE VICTOR, Avalon International Breads, Detroit, MI

JOE ZAINEA, The Majestic Theater Center, Detroit, MI

12:30 pm **NETWORKING LUNCHEON**

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East Michigan Alliance 2009A02-2206
Contact: Ester Prince +1 646 728 3647

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For registration instructions, see reverse. Duplicate form for additional registrations.

