



Michigan Agri-Business Association  
2017 Outlook Conference  
Grand Hotel – Mackinac Island



**\*To view presentations from the Outlook Conference,  
click on the [blue, underlined links](#).**

### **Friday, September 15**

**5:00 – 6:30 P.M. Registration/Reception**

*Grand Hotel Porch (West End)*

### **Saturday, September 16**

**Breakfast On Your Own**– *Main Dining Room (opens at 7:30 a.m.)*

**8:30 A.M. Registration** – *Grand Hotel Theatre*

**General Session Moderator:**

**Brian Brink, Brink Farms, Inc., Chair, Michigan Agri-Business Association Board of Directors**

**9:00 A.M.** DEQ Update  
**[Amy Epkey, DEQ's Administration  
Deputy Director](#)**

**9:20 A.M.** MDARD Update  
**[Jamie Clover-Adams, Director, MDARD](#)**

**9:40 A.M.** Congressional Update  
**Congressman Jack Bergman**

**10:00 A.M.** Global Trade Issues & Opportunities  
**[Chantal Wittman Meier  
MB Financial Bank](#)**

**10:30 A.M.** The DC Scene  
**[Randy Gordon, President  
National Grain and Feed Association](#)**

**11:00 A.M.** Leadership and Technology  
**[Major General David Bassett,  
Program Executive Officer,  
Ground Combat Systems](#)**

**11:45 A.M.** Adjourn

*Afternoon Open for Activities On Your Own*

**6:00 P.M. Reception** – *Grand Hotel Porch (West End)*

**7:00 P.M. Dinner** - *Grand Hotel, Theatre*  
▪ Leaders and Legends Presentation

### **Sunday, September 17**

**Breakfast On Your Own**– *Main Dining Room (opens at 7:30 a.m.)*

**8:30 A.M. General Session Begins** – *Brighton Pavilion*

**General Session Moderator:**

**Jim Doyle, King Milling Company, 1<sup>st</sup> Vice Chair,  
Michigan Agri-Business Association Board of Directors**

**8:30 A.M.** Managing Social Media  
**Chuck Lippstreu  
Byrum & Fisk Communications**

**8:50 A.M.** Finding the Next Generation;  
Influences and Trends  
**[Kelly Millenbah, Associate Dean  
Michigan State University](#)**

**9:20 A.M.** Economics; Trends and the Future  
**[Paul Isely  
Grand Valley State University](#)**

**10:00 A.M.** Industry Trends and Issues  
**[Jim Byrum  
Michigan Agri-Business Association](#)**

**10:20 A.M.** Ithaca Update; The New Soybean Plant  
**Cliff Meeuwsen  
Zeeland Farm Service**

**11:00 A.M.** Adjourn



**Dress Code:** *Prior to 6:30 p.m. resort casual or business attire is appropriate for all functions. After 6:30 p.m. the Grand Hotel Dress Code applies to all guests 13 years and older - dresses, skirts, blouses, dress sweaters and dress slacks for ladies, while gentlemen are required to wear a suit coat, necktie and dress pants, no denim or shorts.*