

Monday, April 26, 2010

"Marketing Now: New priorities, new opportunities, new results" topic of SBA forum

For marketers, change provides opportunity -- opportunity to seek out unmet needs and develop innovative solutions. The current upheaval in the economic and political environment, scarcity of capital, and rising unemployment are just a few of the formidable challenges that businesses face today. Yet many businesses succeed and grow. The Fourth Annual Marketing Forum focuses on how successful businesses and organizations have remained healthy, developed new products or new business models, and created new employment opportunities.

Business professionals, students, faculty and others are invited to attend this forum from 8:15 a.m. to 2 p.m., Friday, May 21, in the Banquet Rooms of Oakland University's Oakland Center.

The Marketing faculty and Marketing Advisory Board of the School of Business Administration have brought together a group of speakers from an array of industries to share successful coping methods with today's economic turbulence. The forum is sponsored by SBA's **Center for Integrated Business Research and Education (CIBRE)**.

By sharing how they have identified emerging opportunities, the speakers will offer attendees insights into what they can do within their own organizations to move more positively into the future.

Speakers include:

- Gerard Grinsven, president and CEO, Henry Ford Hospital, West Bloomfield
- Linda Theisen, vice president, global purchasing, North American sales and quality, Metaldyne Corporation
- Robert Thomas, director, operations, Michigan Chamber of Commerce
- Representatives from Oakland University School of Business Administration **CIBRE Tool & Die Work Group**

L. Brooks Patterson, county executive, Oakland County, is the luncheon speaker.

Register **online** or fax completed **registration form** to (248) 370-4963.

The cost is \$15 with preregistration or \$25 at the door. Faculty and students are free, but must register. A continental breakfast and luncheon are included.

SUMMARY

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