

schedule of events

DN7 CONFERENCE

THURSDAY, OCTOBER 28, 2010

OBD Business Meeting (Salon A)	7:00am- 8:00am
Continental Breakfast	8:00am-8:45am
Conference Registration (5 th Floor Corridor)	9:00am-4:00pm

Pre-Workshop Sessions (Salon F)	9:30am-3:30pm
VROOOOOM! Accelerating Your Career	

Professional Coaching	9:30am-11:15am
------------------------------	-----------------------

SHERRI DAVIS-GARNER

Styling Your Life www.stylingyourlife.com

Certified as an executive, business and leadership coach, she received her credentials from Georgetown University and is certified by Newfield Network as an ontological coach (producing major shifts in a person's behavior). A member of the International Coaching Federation and logging over 3000 coaching hours, she assists clients to achieve next level living by closing the gap between where they are today and where they desire to be in the future by developing a blueprint for success. **Specialties:** Business Planning, Mediation of Tough Conversations, Meeting Facilitation, Leadership & Life Coaching.

Personal & Corporate Branding

HAJJ FLEMMINGS

Hajj is the Founder of Brand Camp University and author of 'The Brand YU Life: Re-thinking Who You Are Through Personal Brand Management'. He has been featured on ESPN.com, BusinessWeek.com, BlackEnterprise.com, various blogs and travels nationally speaking. His clients include NFL athletes, Walt Disney, Ford Motor Company, Skechers Footwear, U.S. Department of Defense (Telecom Division) and numerous colleges and universities around the nation. His book was selected as one of Fast Company Magazine 2008 Readers Choice Business Books of the year.

Building Capital	11:30am-12:30pm
Moving from Sponsorships to Strategic Alliances	

RONALD LEGRAND

Mr. LeGrand, motivational speaker, received his law degree from Boston College and offers extensive experience as the former Director of Strategic Diversity Outreach & Alliances at AARP, as well as Director of Minority Affairs & Business Development at Nabisco. Dynamic Diversity Executive with uncommon blend of expertise in strategic leadership, business development, and community, government, and employee relations, coupled with a strong legal and marketing background. Change catalyst, adept at navigating large-scale initiatives to positively impact operations and enhance corporate image. Results-focused leader who aggressively overcomes challenges to heighten revenue, profitability, and competitive advantage. Accomplished problem solver who draws from hands-on investigation and litigation experience to swiftly pinpoint and resolve issues. Engaging communicator and public speaker skilled in building consensus among

varied groups and leading critical negotiations. Respected professional and winner of repeated awards by organizations including US DOJ, Urban League, and National Bar Association.

LUNCH – On Your Own

12:30-2:00pm

Innovation Workshop (Salon F)

2:00-3:30pm

VIDEO by MARTY NEUMEIER, Motivational Speaker ([The Brand Gap](#), [Zag](#), [The Designful Company](#))

Design is transformation. Design drives innovation; innovation powers brand; brand builds loyalty; and loyalty sustains profits. If you want long-term profits, start with design. I believe that design is a powerful business tool and my career has been based on helping companies leverage the power of design to build successful brands from the inside out. (On-site Facilitator)

Welcome to Detroit Tour

1:00-6:00pm

GENERAL MOTORS will sponsor the first 40 attendees that sign up for the Welcome to Detroit Tour. This tour includes free transportation and admission to the **Charles Wright Museum of African American History** and the **Motown Museum**.

MGM Grand Casino Hotel SPA

1:00-6:00pm

(Contact designationconference@gmail.com for appointment)

RECEPTION (Grand Ballroom)

7:00-9:00pm

CROSS CURRENTS: CREATIVITY @ LARGE

FRIDAY, OCTOBER 29, 2010

Conference Registration (5th Floor Corridor)

8:00am-5:00pm

Continental Breakfast (5th Floor Corridor)

8:00am-8:45am

Welcoming Remarks (Grand Ballroom)

9:00am-9:15am

RICK ROGERS, President, College of Creative Studies

DAVID RICE, President & Founder, OBD/DesigNation

Keynote Speaker (Grand Ballroom)

9:15am-10:15am

E. SCOTT MORRIS, Nike

Footwear Design

Establish & drive design direction, vision, and continuity on projects effecting Nike's brand excellence, performance direction and business strategies. Also, to strategically collaborate with the integrated marketing team across all brand initiatives.

Q & A

10:00am-10:15am

COFFEE BREAK

10:15am-10:30am

Design2Play: RUN IT (Grand Ballroom)

10:45am-12:00pm

Sneakers & Recreational Shoe Design

Panel: **WILSON SMITH @ NIKE | SHANE & SHAWN WARD**

LUNCH – On Your Own

12:00pm-1:30pm

(Visit Registration site for suggested venues)

Keynote Speaker (Grand Ballroom) **1:45pm-2:45pm**
ED WELBURN, GM (Confirmed)
General Motors' Vice President of Global Design. To date, he holds the highest-ranking position as an African American in the automotive industry. He has overseen the development of recent GM products, such as the 2010 Buick LaCrosse, 2010 Chevrolet Camaro, Chevrolet Malibu, Cadillac CTS, and Buick Enclave.

Q & A **2:30pm-2:45pm**

COFFEE BREAK **2:45pm-3:00pm**

0-60: DESIGN FOR SPEED (Ballroom A) **3:15pm-4:30pm**
Transportation Design: **EARL LUCAS** @ Ford Motor Company | **JERRY WIEGERT**
@ Wiegert Design |

DESIGN: FUTURE FORWARD (Ballroom B/C) **3:15pm-5:15pm**
Views by Educational/Institutional/Corporate professionals in a panel format
DR. NOEL MAYO @ Ohio State University | **KATERINA ZACHARIA** @ PROMAXBDA | **LOIS TEICHER** @ CCS | **DAVID RICE** @ OBD |

PACKAGING SPORT PRODUCTS (Salon F) **3:15pm-4:30pm**
TOM O'GRADY @GamePlan Creative | **HAJJ FLEMINGS** @ Brand Camp University |

WELCOME TO DETROIT **7:00-10:00pm**
NETWORKING RECEPTION @ Selected City Site

SATURDAY, OCTOBER 30, 2010

Conference Registration **8:00am-5:00pm**
Continental Breakfast **8:00am-8:45am**

Keynote Speaker

FUNHOUSE & PLAYGROUND (Grand Ballroom) **9:00am-10:15am**
FRED LYNN, Principal, The Lynn Group, LLC
Architectural/Interior Design

Mr. Lynn's skills include site master planning, project programming and management, story writing, attraction design, high rise building design, interior design, theme architecture, special effects lighting, urban planning, hotel and hospitality design, attraction and show film production, resorts development and project finance. Mr. Lynn's work includes: **Universal Studios**, Florida; **Walt Disney World**, Creative Entertainment; **MGM and United Artist Studios**, Phoenix; **Sea World**, Florida.

COFFEE BREAK **10:15am-10:30am**

XTREME MEASURES (Grand Ballroom) **10:30am-12:00pm**
Designing cutting edge equipment and sports products.

DESIGN2PLAY (Salon F) **10:30am-12:00pm**
Architectural & Interior Design
HOWARD DUFFY @ HTD Studio

LUNCH – On Your Own **12:00pm-1:30pm**

Keynote Speaker

Introduction: Keir Worthy (OBD)

CHARLES STONE III, Film Director (Grand Ballroom) **1:45pm-2:45pm**

The award winning film director is known for films such as **Drumline** starring Nick Cannon, **Mr. 3000** starring Bernie Mac and, **Paid in Full**. Stone was the creator of the popular United States advertising campaign, **Whassup?** for Budweiser. He received the Grand Prix Award at the Cannes Advertising Film Festival for the campaign. His latest film project is Paper Wings for which Tom Cruise, Will Smith and Jada Pinkett have read for roles. Q &A: **2:20-2:30pm**

COFFEE BREAK **2:45pm-3:00pm**

THE CREATIVE ECONOMY (Ballroom A) **3:15pm-4:30pm**

Business leaders from Michigan are launching the Detroit Creative Corridor Center with a \$200,000 grant announced from the **U.S. Small Business Administration**. The Center will serve as a hub to connect creative businesses with assistance in starting a business, approaching existing businesses for sales or partnership opportunities, improving marketing and sales strategies and connecting with potential investors. The center also is meant to provide professional networking opportunities. Business Leaders for Michigan is working with the College for Creative Studies to manage the initiative. Panel: **MATTHEW CLAYSON | OLIVER RAGSDALE | SABRINA NELSON | RALPH KIRK NELSON**. Q&A: **4:15-4:30pm**

MASTERGAMERS OF THE UNIVERSE

Animation (Salon F) **3:15pm-4:30pm**

Talking shop. Concepts, Dynamics and Designing a Winning Game.

ADEBOYE ADEGBENRO, SR | KAHO ABE | TAHIR HEMPHILL

READY, SET, SHOW!

Graphic Design/Visual Communications (Salon E) **3:15pm-4:30pm**

Designers present and discuss successful visual promotion programs, from graphics and packaging, web marketing to commercials and films. Panel: **BRIAN RICE**, Proctor & Gamble | **ANDREW BASS @ STR8TDesign**

ALL DRESSED UP AND READY TO PLAY

Sports Fashion & Apparel (Ballroom B & C) **3:15pm-4:30pm**

Sports and active wear designers discuss and present how to design and market winning apparel for men and women. Dressing the Team | Designing the team uniform | Body Glove: Underwater chic designing scuba attire. Panel: **LLOYD BOSTON | MARC BUCHANAN | IBRAHEM HASSAN**

CLOSING REMARKS (Grand Ballroom) **4:45pm-5:30pm**
Detroit Design Showcase

CLOSING PARTY (Grand Ballroom) **8:00pm-1:00am**

SUNDAY, OCTOBER 31, 2010

EXHIBIT HALL (Grand Ballroom)

10:00am-2:00pm

SCHOOL FAIR (University Counselors @ Booth)/**JOB FAIR** (Corporate HR & Design Firms)
Product/Service Showcase

PORTFOLIO REVIEW (Salons B, C, D, E, F)

10:00am-2:00pm

For Professionals & Students

HIGHLIGHT: Hourly Raffle

11:00am-2:00pm