



MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

300 N. WASHINGTON SQ.
LANSING, MI 48913

CUSTOMER ASSISTANCE
517 373 9808

WWW.MICHIGAN.ORG

November 1, 2002

Dear Alternative Energy Leader:

As an executive with a company involved in alternative energy technologies, one of the critical questions facing you is how to accelerate the commercialization of products into the marketplace. Issues such as creating the infrastructure for a new fuel supply; navigating the maze of codes, standards, and regulations; identifying and training the workforce needed for these new technologies, must seem daunting at times.

On Thursday, November 14, 2002, at the Ritz-Carlton Hotel in Dearborn, Michigan, I invite you to participate in an executive management strategy session, "Accelerating the Commercialization of the Alternative Energy Industry." This one-day program is designed for key business executives in the alternative energy technology sector and is sponsored by NextEnergy, a leading convergence center for alternative energy technology, research and development, education, and manufacturing. The goal of the session will be to identify barriers that must be overcome to accelerate the commercialization of this critical industry. This is not a conference designed for technical staff. It is a strategy session for top executives such as yourself or others within your company who are charged with implementing a sustainable and profitable business model.

The one-day session will include a combination of keynote addresses from prominent business executives engaged in the alternative energy industry, along with a series of policy sessions where you can take an active role in providing insight into critical issues facing this industry.

Your company has been identified as one of the key leaders in the field of alternative energy, and as such, registration for this strategy session is free. However, space is limited to only 100 top executives, so register now by faxing back the enclosed form today.

If you have any questions regarding this Strategy Session, please call, toll-free 866.252.0050. I encourage you to take part in this important strategy session to address the key issues facing the alternative energy industry.

Sincerely,
Doug Rothwell
President and

Chief Executive Officer

EXECUTIVE COMMITTEE

GOVERNOR JOHN ENGLER
General Chair

MATTHEW P. CULLEN
Chair
General Motors

PHILIP H. POWER
Vice-Chair
HomeTown Communications
Network

FACUNDO BRAVO
Uni Boring Co., Inc.

JOHN W. BROWN
Stryker Corporation

DR. DAVID E. COLE
Center for
Automotive Research

JOANN CRARY
Saginaw Future Inc.

STEVEN K. HAMP
Henry Ford Museum &
Greenfield Village

HAYDEN H. HARRIS
EDF Ventures

DEWITT J. HENRY
Wayne County

PAUL HILLEGONDS
Detroit Renaissance

DAVID C. HOLLISTER
City of Lansing

MICHAEL J. JANDERNOA
Perrigo Company

BIRGIT M. KLOHS
The Right Place Program

DR. IRVIN D. REID
Wayne State University

S. MARTIN TAYLOR
DTE Energy Company

PETER S. WALTERS
Guardian Industries
Corporation

PRESIDENT & CEO
DOUG ROTHWELL



300 N. WASHINGTON SQ.
LANSING, MI 48913

CUSTOMER ASSISTANCE
517 373 9808

WWW.MICHIGAN.ORG

ACCELERATING THE COMMERCIALIZATION OF THE ALTERNATIVE ENERGY INDUSTRY

An Executive Management Strategy Session

Thursday, November 14, 2002

Ritz-Carlton Hotel, Dearborn, Michigan

This strategy session is designed to bring together top executives from alternative energy businesses to explore impediments and develop solutions for accelerating the commercialization of this industry.

EXECUTIVE COMMITTEE

GOVERNOR JOHN ENGLER
General Chair

MATTHEW P. CULLEN
Chair
General Motors

PHILIP H. POWER
Vice-Chair
HomeTown Communications
Network

FACUNDO BRAVO
Uni Boring Co., Inc.

JOHN W. BROWN
Stryker Corporation

DR. DAVID E. COLE
Center for
Automotive Research

JOANN CRARY
Saginaw Future Inc.

STEVEN K. HAMP
Henry Ford Museum &
Greenfield Village

HAYDEN H. HARRIS
EDF Ventures

DEWITT J. HENRY
Wayne County

PAUL HILLEGONDS
Detroit Renaissance

DAVID C. HOLLISTER
City of Lansing

MICHAEL J. JANDERNOA
Perrigo Company

BIRGIT M. KLOHS
The Right Place Program

DR. IRVIN D. REID
Wayne State University

S. MARTIN TAYLOR
DTE Energy Company

PETER S. WALTERS
Guardian Industries
Corporation

PRESIDENT & CEO
DOUG ROTHWELL

Opening General Session

9:00 – 10:15 a.m.

“The Challenge...Creating a Viable
Business Model for Alternative Energy”

Break

10:15 – 10:30 a.m.

Policy Session

10:30 – 11:45 a.m.

Infrastructure & Costs—One of the most critical issues related to bringing about the hydrogen revolution is cost: Cost of putting in new infrastructure, cost of extracting hydrogen from its original source, and the cost of converting the existing use of fuels for energy generation to a new fuel source.

Luncheon

11:45 – 1:00 p.m.

Policy Sessions

1:00 – 2:15 p.m.

Industry Regulations & Policy—Transportation, installation, and use of alternative energy technologies in real world applications are viewed with skepticism by regulators and the general public. Applications &/or understanding of alternative energy guidelines, from the federal level, to the state level, to the county level, to the city level, to the township level are widely varied, if they exist at all.

2:15 – 3:30 p.m.

Education/Workforce—Ensuring that education institutions are turning out the talent necessary to perpetuate the alternative energy industry requires direct links between industry and educators. Educators do not want to educate for a market not ready for the graduate walking out their doors; the industry cannot move forward without the technical skills needed of its workforce.



300 N. WASHINGTON SQ.
LANSING, MI 48913

CUSTOMER ASSISTANCE
517 373 9808

WWW.MICHIGAN.ORG

ACCELERATING THE COMMERCIALIZATION OF THE ALTERNATIVE ENERGY INDUSTRY

An Executive Management Strategy Session

Thursday, November 14, 2002

Ritz-Carlton Hotel, Dearborn, Michigan

EXECUTIVE COMMITTEE

GOVERNOR JOHN ENGLER
General Chair

MATTHEW P. CULLEN
Chair
General Motors

PHILIP H. POWER
Vice-Chair
HomeTown Communications
Network

FACUNDO BRAVO
Uni Boring Co., Inc.

JOHN W. BROWN
Stryker Corporation

DR. DAVID E. COLE
Center for
Automotive Research

JOANN CRARY
Saginaw Future Inc.

STEVEN K. HAMP
Henry Ford Museum &
Greenfield Village

HAYDEN H. HARRIS
EDF Ventures

DEWITT J. HENRY
Wayne County

PAUL HILLEGONDS
Detroit Renaissance

DAVID C. HOLLISTER
City of Lansing

MICHAEL J. JANDERNOA
Perrigo Company

BIRGIT M. KLOHS
The Right Place Program

DR. IRVIN D. REID
Wayne State University

S. MARTIN TAYLOR
DTE Energy Company

PETER S. WALTERS
Guardian Industries
Corporation

PRESIDENT & CEO

DOUG ROTHWELL

FAX-BACK REGISTRATION FORM

Please indicate attendance by completing and faxing this registration form to the attention of Sally Rushton at 517.241.1323. In order to guarantee the number of attendees and reserve your place, we ask that all registration forms be faxed to Ms. Rushton's attention. Thank you.

Name: _____
(Please type or print)

Organization: _____

Address: _____

Phone: (_____) _____

Fax: (_____) _____