



THE NATIONAL  
SUMMIT

CONVENED BY:

DETROIT ECONOMIC CLUB

MARRIOTT RENAISSANCE CENTER  
DETROIT, MI  
JUNE 15-17, 2009

Opening Remarks by  
Beth Chappell, President & CEO, Detroit Economic Club

Presented to  
The National Summit  
Detroit, Michigan  
June 15, 2009

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Good morning. We have a tradition at the Detroit Economic Club – we start every meeting with the Pledge of Allegiance. We think that would be a very appropriate way to begin The National Summit, too. So please join me in honoring our country and saluting our flag.

[Recite Pledge.]

Ladies and gentlemen, friends and supporters, honored guests, it is my privilege, and my great pleasure, to declare that The National Summit is called to order.

I cannot begin to tell you what a thrill it is for me to say those words. This is a gathering that has been years in the making, and a moment I have dreamed of for nearly as long.

I want to begin by thanking everyone who has made The National Summit possible. Since I don't want to take up all three days here thanking people, this is a very abbreviated list.

First of all, my heartfelt thanks to our two co-chairs, Bill Ford and Andrew Liveris, and the companies they lead, Ford Motor Company and The Dow Chemical Company. We would not be here today without their leadership and generosity.

In addition to Ford and Dow, I want to acknowledge our other primary sponsors: CareerBuilder.com, The Chrysler Foundation, Compuware, Deloitte, DTE Energy, Ernst & Young, General Motors, IBM, Masco, Michigan Economic Development Corporation, Microsoft, PricewaterhouseCoopers, TARDEC, and Michigan's University Research Corridor, which is an alliance of the University of Michigan, Michigan State University, and Wayne State University.

Please join me in thanking these organizations, and all of our many generous sponsors!

My special thanks also to the four professional service organizations who served as our Knowledge Partners to coordinate this discussion – Deloitte, Ernst & Young, McKinsey & Company and PricewaterhouseCoopers. They have done an incredible job of bringing together the people and information needed to make this an intelligent and meaningful conversation.

Also, I want to take a moment to thank Carol Ballock from Burson-Marsteller who was so important in creating the vision of The National Summit, as well as our staff who have been absolutely terrific.

I also want to thank the Board of Directors of the Detroit Economic Club for their unwavering support. Their leadership helped us transform The National Summit from a distant vision to an exciting reality.



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Finally, I want to thank all of you who have joined us here – speakers, sponsors, exhibitors, members of the media, students and participants. We are delighted that you are with us as we undertake this bold initiative.

We understand that your time and resources are precious commodities – especially in today’s troubled economy. Our goal is to make the time you spend with us worthwhile and value-added – for you and your company. With your help, we will make it value-added for our country, as well.

This year the Detroit Economic Club is celebrating its 75<sup>th</sup> anniversary. We were formed in 1934, in the middle of the Great Depression, as a nonpartisan, non-profit organization committed to the discussion of important issues. We have a long tradition of providing a valuable platform for distinguished leaders.

We are continuing that tradition today, and taking it to new levels, by convening The National Summit. The unprecedented economic crisis our country faces has made our mission a lot more challenging, but it also made it more vitally important than ever.

Our goal is nothing less than to revitalize our economy – for ourselves, and for future generations. In the next three days, we want to create a vision of what a brighter future for America would look like, and a list of the “Must Do” actions required to achieve that vision.

That’s an ambitious agenda, but the times we are living in, and the mission that our club has fulfilled for the last 75 years, demand no less from us. Looking around at all the talent in this room, I am confident that we will be successful.

A few logistical notes before we begin: to make the most effective use of the space we have, we are using this room for multiple purposes – general sessions and Town Halls. To give us time to prepare the room for its next use, we ask that you vacate it as soon as each session is over.

We wouldn’t ask you to leave without offering you an exciting and rewarding place to go. I strongly encourage you to spend the time between sessions touring the Innovation Expo, which is in the Ontario Exhibit Hall one level below us.

In addition to displays of leading-edge technologies, the Innovation Expo will feature workshops, lectures, demonstrations – and very importantly – refreshments.

I also encourage you to take some time during and after The National Summit to visit the eCommunity, our private web portal for registered participants. The eCommunity is a place where you can learn more about the issues, express your opinions, and read about results and findings when our mission is completed.

One last suggestion to ensure your time with us is spent as efficiently and effectively as possible. The Renaissance Center is a beautiful facility, and very appropriately named for what we are trying to accomplish. But it can be a difficult place to find your way around in.

If you are lost or have questions, look for one of our volunteers in the blue Oxford shirts. They will be more than happy to help you find your way, or whatever it is you are looking for.



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Now it's time for us to make history, and to begin building the brighter tomorrow I talked about. There is no one better suited to start us off than our first speaker.

He is directly connected to America's proud heritage of industrial leadership, but he does not dwell on the past. Instead, he has spent the last 30 years in business looking ahead, and moving forward toward a vision of a better world.

Ladies and gentlemen, please welcome the Executive Chairman of Ford Motor Company, William Clay Ford, Jr.

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