Thursday, October 25, 2012
Huntington Club (formerly the Spartan Club), MSU Spartan Stadium, East Lansing, MI 48824
www.bestt.spdc.msu.edu
Hosted by the MSU School of Planning, Design and Construction

The Built Environment Showcase – Today and Tomorrow (BESTT) will feature the industries and companies that make up the Built Environment Sector and their impact on Michigan’s economic development. The event will bring together key leaders from the Industry, State government, State agencies and Michigan State University’s (MSU) faculty to initiate new public/private partnerships that will set the stage for planning that utilizes the talent and capacity of this sector to jump-start Michigan’s growth and prosperity. The goals and objectives of BESTT are to:

1. Bring together Built Environment stakeholders to showcase the impact of this sector on the economy and the future of the State of Michigan, as well as to increase awareness and knowledge of the varied stakeholders’ diverse roles.

2. Propose a new public/private partnership that would provide essential information to all stakeholders/industries, the government and MSU, and to facilitate interaction between these groups.

3. Approach information/outreach needs, research and the creation of new jobs, in a comprehensive partnership focused on win-win scenarios.

10:00 a.m. Industry Showcase Opens
11:30 a.m. Hot Topic: Placemaking and Its Potential Effects on the Built Environment

Gary Heidel, Executive Director, Michigan State Housing Development Authority

Mark Wyckoff, Senior Associate Director, MSU Land Policy Institute; and Director, Planning & Zoning Center at MSU

12:30 p.m. Break

The agenda is subject to change.
1:30 p.m.  Forum: The Built Environment – Today and Tomorrow
This session will kick off with a panel discussion by Michigan leaders from this sector and State government on the current and future status of the Built Environment. Then there will be a discussion where questions and audience participation are encouraged to help set the stage for a brighter future for this sector.

Panelists

- **Andrea Brown**, Executive Director, Michigan Association of Planning
- **John Clark**, Chairman of the Board, Clark Construction Company
- **Alan Cobb**, Senior Vice President, Albert Kahn
- **Len Pilon**, Workplace Strategy Leader – Ideation, Haworth, Inc.
- **William Rustem**, Director of Strategy, Office of Governor Rick Snyder

*Moderated by*: Dr. Charles Ballard, Professor of Economics; and Director, State of the State Survey, Institute for Public Policy and Social Research, MSU

3:30 p.m.  Plenary Adjourn

4:00 p.m.  Industry Showcase Closes