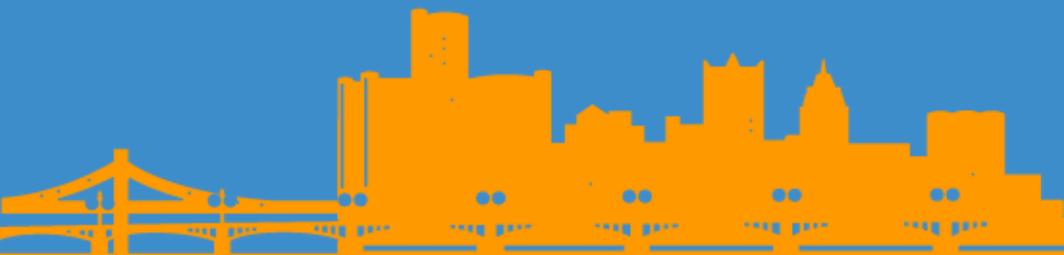


Small Giants Community

#SGCSUMMIT2017

program



How to Make the Most of Your Experience



Read me and check out the program cover to cover! You can also check the back of your name badge for the agenda at-a-glance. Finally, come with an openmind!



Unless we're blowing up #SGCSummit2017 on social media, let's all try our best to unplug from our devices to give the speakers our full attention and allow ourselves to fully embrace this learning experience.



Grow your Small Giants Community web of influence! We have over 50 new faces at this year's Summit. Think relationships versus selling, and have your business card and LinkedIn ready.



Our Summit is all about transparent and authentic conversations. We're not just speaking at you, we want your input to enrich the content. Watch for microphone runners in the audience and raise your hand to join the dialogue.



Get social... We are talking social media and real-life socializing! Join the convo with #SGCSummit2017 on Twitter and Facebook, and be sure to check out the agenda to prepare for some amazing social outings each evening!



Stay connected with us post-Summit. Be sure to visit SmallGiants.org to subscribe to our blog, listen to our podcast, and register for upcoming Fishbowls and events. Don't forget to follow @SmallGiantsBuzz on social media. Email us at hello@smallgiants.org to learn more about joining the next Small Giants Journey or virtual peer group, and to learn how you can become a partner, sponsor, or content contributor.

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SUMMIT @ A GLANCE

TUESDAY, MAY 16TH @ WESTIN BOOK CADILLAC

TIME	SESSION
5:00 PM	INTRO TO SMALL GIANTS COMMUNITY Bo Burlingham Paul Spiegelman
6:00 PM	WELCOME RECEPTION
9:00 PM	OPTIONAL: NIGHT OWLS UNITE

WEDNESDAY, MAY 17TH @ GARDEN THEATER

TIME	SESSION
6:30 AM	OPTIONAL WELLNESS ACTIVITY
8:00 AM	TRANSIT TO GARDEN THEATER
8:15 AM	BREAKFAST
8:45 AM	WELCOME Small Giants Community
9:00 AM	OPENING LONG STORY SHORT Carla Walker-Miller My Detroit Story
	OPENING DETROIT PANEL Kirsten Ussery Terra Castro Gordon Hawkins Moderated by Rob Dube
9:50 AM	BREAK
10:00 AM	INTERACTIVE WORKSHOP Corey Blake Vulnerability is Sexy
11:20 AM	LONG STORY SHORT Jonathan Raymond It's Not Two Journeys, it's One
11:40 AM	LONG STORY SHORT Julie James Caitlin James Jessie James Jenny James Family Matters
12:00 PM	LUNCH
1:00 PM	INTERACTIVE WORKSHOP Shawn Busse The Secret to Hiring and Retaining the Best of the Best
2:30 PM	BREAK
3:00 PM	LONG STORY SHORT Bruce Hendrick I Don't Know. Have You Asked Jim?
3:25 PM	LONG STORY SHORT Mike McDerment Scaling Culture: How I Overcame My Fear of Growing Headcount
3:50 PM	CLOSING REMARKS Small Giants Community
4:00 PM	BEER BREAK

4:45 PM	TRANSIT TO WESTIN BOOK CADILLAC
5:00 PM	FREE TIME
6:45 PM	WALK IN GROUPS TO PUNCH BOWL SOCIAL
7:00 PM	PUNCH BOWL SOCIAL
9:00 PM	WILD & FREE IN THE BIG D

THURSDAY, MAY 18TH @ GARDEN THEATER

TIME	SESSION
6:30 AM	OPTIONAL WELLNESS ACTIVITY
8:00 AM	TRANSIT TO GARDEN THEATER
8:15 AM	BREAKFAST
9:00 AM	MINDFULNESS & MEDITATION Rob Dube
9:15 AM	MY JOURNEY STORY
9:30 AM	FORBES BEST SMALL GIANTS PANEL Zawadi Bryant Kris Maynard James Goebel Moderated by Loren Feldman
10:30 AM	BREAK
10:45 AM	BREAKOUT SESSIONS Dimitri Syrkin-Nikolau Steve Baker Doug Kueker Bob Ruffolo
11:45 AM	LUNCH
12:30 PM	THINK TANK Moderated by Chris Hutchinson
2:00 PM	BREAK
2:15 PM	LONG STORY SHORT Kristen Hadeed Creating a Culture Where Millennials Thrive
2:35 PM	LONG STORY SHORT Candice Gouge Hiram Hartnett How Pegasus Got its Mojo Back
3:00 PM	BREAK
3:15 PM	CLOSING KEYNOTE David Dussault Manufacturing Culture
4:00 PM	CLOSING REMARKS Small Giants Community
4:10 PM	TRANSIT BACK TO WESTIN BOOK CADILLAC
4:30 PM	FREE TIME
6:30 PM	TRANSIT TO DIA
7:00 PM	A NIGHT AT THE DIA
9:30 PM	TRANSIT BACK TO WESTIN BOOK CADILLAC
9:45 PM	WILD & FREE IN THE BIG D!

keep reading for expanded agenda!

Tuesday, May 16th

5:00 - 6:00pm

CRYSTAL BALLROOM

INTRO TO SMALL GIANTS COMMUNITY | Bo Burlingham | Paul

Spiegelman: If you're new to the Community, you may know that Small Giants are companies that choose to be great instead of big...but what does it mean to be a Small Giants company? Kick-off your Summit experience with an overview of the history of Small Giants and what it means to be a part of the community today.

6:00 - 8:30pm

ITALIAN GARDEN & CRYSTAL BALLROOM

WELCOME RECEPTION: Before we get to two full days of learning and relationship building, take a moment to enjoy some light hors d'oeuvres, drinks, and entertainment while you spend some time setting the foundation for the Small Giants Summit experience, and get to know the other attendees.

9:00pm - Midnight

UP TO YOU!

OPTIONAL NIGHT OWLS UNITE: Are you a night owl? Prefer not to head up to your room directly after the reception? Like to explore the city you're in? We will provide you with a Detroit Experience Factory Guide booklet with evening activities in the city.

Tuesday's Speakers



BO BURLINGHAM, AUTHOR, *SMALL GIANTS*

Bo Burlingham is the author of *Small Giants: Companies That Choose To Be Great Instead of Big* and former editor-at-large of Inc. Magazine. Bo joined Inc. in January 1983 as a senior editor and became executive editor six months later, a position he held for the next seven years or so. In 1990 he became editor-at-large, for his desire to return to writing. He subsequently wrote two books with Jack Stack, the co-founder and CEO of Springfield Remanufacturing Corp. and the pioneer of open-book management, as documented in *The Great Game of Business*.



PAUL SPIEGELMAN, FOUNDER OF SMALL GIANTS COMMUNITY

Paul Spiegelman is Chief Culture Officer of Stericycle, a NASDAQ-listed global services organization with 25,000+ employees, and is the Founder of BerylHealth, The Beryl Institute, and the Small Giants Community. Paul is a New York Times best-selling author and has been honored with the Ernst & Young Entrepreneur of the Year award. Paul is a sought-after speaker and author on leadership, employee engagement, entrepreneurship, corporate culture, and customer relationships. He makes frequent radio and TV appearances, currently contributes to the Forbes Entrepreneurs online channel, and his views have been featured in the Wall Street Journal, Inc. Magazine, as well as many other trade publications.

Wednesday, May 17th

6:30 - 7:30am

WESTIN BOOK CADILLAC OR
DOWNTOWN DETROIT

WELLNESS ACTIVITIES: For those of you who want to break a sweat, feel free to utilize the Westin's workout facility or check out local yoga classes at Citizen Yoga (.4 miles away). We also recommend running on the Detroit Riverfront or renting bikes to explore the Dequindre Cut.

8:00 - 8:15am

WESTIN BOOK CADILLAC TO
GARDEN THEATER

TRANSIT TO GARDEN THEATER: Meet in the lobby of Westin Book Cadillac and volunteers will guide you to the Detroit Bus Company bus. We will host our content portions of the event at the Garden Theater, a separate venue from our hotel block at the Westin Book Cadillac.

8:15 - 8:45am

GARDEN THEATER

BREAKFAST: Enjoy breakfast catered by Holiday Market. Take this time to build relationships with your fellow Small Giants Community members.

8:45 - 9:00am

GARDEN THEATER

WELCOME FROM SMALL GIANTS COMMUNITY | Paul Spiegelman | Hamsa Daher:

We will kick-off day one with a welcome that will set the stage for the day. Hear from Small Giants Leadership on what's in store for the coming days.

9:00 - 9:50am

GARDEN THEATER

OPENING LONG STORY SHORT

| Carla Walker-Miller | My Detroit Story:

In 2008, Carla learned the true meaning of entrepreneur because she couldn't sleep at night: Walker-Miller Energy Services (WMES) was on the brink of shutting down. Through transparent conversations with her loyal staff, WMES led with their core values and reinvented their business model. Today, they are stronger than ever and Carla credits her people-focused culture.

KEY TAKEAWAYS

- Be willing to redefine success for yourself, your business, family, etc.
- Be willing stewards of relationships with team members, your community and with businesses
- Invest in your people and community

OPENING PANEL | Kirsten Ussery | Terra Castro | Gordon Hawkins | Moderated by Rob Dube: Get to know the stories of three values-driven leaders in Detroit's West Village, and how they have contributed to its reinvention. The three panelists are Kirsten Ussery from Detroit Vegan Soul, Terra Castro from Detroit Body Garage, and Gordon Hawkins from Hawkins Realty. The panel will be moderated by long-time SGC member Rob Dube.

KEY TAKEAWAYS

- Learn the stories of three values-driven business leaders in West Village, Detroit and how they've contributed to Detroit's reinvention

9:50 - 10:00am

GARDEN THEATER

BREAK: Enjoy a little time to stretch your legs, grab a DROUGHT juice and KIND bar, ask individual questions of speakers, and build relationships with your fellow Small Giants Community members.

10:00 - 11:20am

GARDEN THEATER

INTERACTIVE WORKSHOP | Corey Blake | *Vulnerability is Sexy:* Business is built on relationships. We've all heard the mantra. Yet most of us have only a handful of people we feel close with in life, and then a long list of acquaintances—often including folks we do business with. But

what would our work, our time, and our relationships—both inside and outside of the business—look like if we trusted, respected, and admired everyone in our stakeholder model to the degree that we trust, respect, and admire those we are closest to?

KEY TAKEAWAYS

- Recognize that typical company language is likely creating confusion around your brand
- Consider an approach to attract your tribe while repelling those who would waste your time and energy
- Understand where you default on the vulnerability ladder.
- Experience the value and impact of extending intimacy in business
- Raise your awareness around vulnerability as a business development strategy

11:20 - 11:40am

GARDEN THEATER

LONG STORY SHORT | Jonathan Raymond | *It's Not Two Journeys, it's One:* When Jonathan became the CEO of E-Myth in 2011, he thought he had landed the perfect job. However, soon after, crisis hit: betrayed by an abusive spiritual teacher and finding himself the spokesperson for a brand he no longer believed in, Jonathan embarked on a messy, two-year process of reinventing himself as an entrepreneur, husband, and father.

Wednesday (continued)

KEY TAKEAWAYS

- How personal and professional growth are one thing, not two
- Why we need to rethink the role accountability plays in our businesses
- The kind of leaders and feedback modern employees are craving from their boss

11:40 - 12:00pm

GARDEN THEATER

LONG STORY SHORT | Jenny James | Jessie James | Julie James | Caitlin James | Family Matters: Invigorating, refreshing, and uncompromising just like their juices, the James sisters bootstrapped a small juice operation into a triple bottom line business. But who said it was easy? The James sisters share how their values influence their everyday business: from managing a business as women entrepreneurs, to creatively financing and empowering their employees to think like owners.

KEY TAKEAWAYS

- How family values influence the way they lead & their culture
- How family values influence conflict resolution
- Creativity in the absence of funding
- Empowering employees to think like owners

- Female entrepreneurship in Detroit

12:00 - 1:00pm

GARDEN THEATER

LUNCH: Enjoy lunch catered by Holiday Market. Take this time to stretch your legs, ask individual questions of speakers, and build relationships with your fellow Small Giants Community members.

1:00 - 2:30pm

GARDEN THEATER

INTERACTIVE WORKSHOP | Shawn Busse | *The Secret to Hiring & Retaining the Best of the Best:* With the hiring landscape more complex than ever, how can you attract and retain employees who align with your company values? In this interactive workshop, Kinesis founder and CEO Shawn Busse bridges the gap between marketing and HR - and demonstrates how to showcase your company culture to consistently draw right-fit, high-caliber candidates to your door.

KEY TAKEAWAYS

- Learn the top hiring challenges faced by organizations today, and the "winning formula" to address them
- Experience a job hunt from the candidate's point of view, and

learn how to effectively market your organization at each step along the way

- Identify your dream employee, and a strategy to attract them
- Conduct a self-audit on how well you're currently marketing your culture
- Improve your brand communications with practical and easy-to-implement takeaways
- Attract high-caliber candidates!

2:30 - 3:00pm

GARDEN THEATER

BREAK: Enjoy a little time to stretch your legs, grab a delicious snack from local business, Sweet Potato Sensations, ask individual questions of speakers, and build relationships with your fellow Small Giants Community members.

3:00 - 3:25pm

GARDEN THEATER

LONG STORY SHORT | Bruce Hendrick | *I don't know. Have you asked Jim?:* Bruce joined RBB in 2000, becoming president after 9/11 when the tech bubble burst. The founder, who'd run the business since 1973, had been looking for a successor for years... but learned that wanting one and having one are two different things. In 2014, Bruce began his own leadership transition, determined to apply lessons learned along the way.

KEY TAKEAWAYS

- Establishing trust and commitment
- Managing the founder's "okayness" vs. leading the business
- Truth telling
- Leader - know thy strengths
- Empowering without abdication
- Alignment is everything (1+1=3)

3:25 - 3:50pm

GARDEN THEATER

LONG STORY SHORT | Mike McDerment | *Scaling Culture: How I Overcame my Fear of Growing Headcount:* From humble beginnings to market leader, FreshBooks has always been recognized for delivering a great product and its commitment to unparalleled customer service. Overcoming a fear of remaining great as the company grew, with values intact, was the problem. This talk will cover how FreshBooks addressed this challenge and has grown to over 250 employees.

KEY TAKEAWAYS

- How FreshBooks grew with values intact
- Stay afraid
- Tools to overcome fear of growth and keep the Small Giants feel at each level: 5 people, 40, and 150

Wednesday (continued)

3:50 - 4:00pm

GARDEN THEATER

CLOSING REMARKS | *Small Giants Community*: Small Giants event staff will wrap up the day and share housekeeping notes.

4:00 - 5:00pm

GARDEN THEATER

BEER BREAK: Take another opportunity to mix and mingle with Small Giants at the Garden Theater's bar over a locally-brewed beer.

4:45 - 5:00pm

GARDEN THEATER TO WESTIN BOOK CADILLAC

TRANSIT TO WESTIN BOOK CADILLAC: Enjoy the short ride back to the Westin Book Cadillac in style on a signature bus from the Detroit Bus Company.

5:00 - 6:45pm

UP TO YOU!

FREE TIME: Whether you wish to go back to the hotel room and refresh by yourself, or explore the city with fellow Small Giants, the choice is yours!

6:45 - 7:00pm

WESTIN BOOK CADILLAC TO PUNCH BOWL SOCIAL

WALK IN GROUPS TO PUNCH BOWL SOCIAL: Meet in the lobby of Westin Book Cadillac and walk in groups to Punch Bowl Social.

7:00 - 9:00pm

PUNCH BOWL SOCIAL

SOCIAL EVENT: Enjoy gourmet pub food and American fare + cocktails in an industrial, rustic setting. Hang with new and old friends over optional luxe and mini-lane bowling.

9:00 pm - ?

UP TO YOU!

WILD AND FREE IN THE BIG D: For sleepy heads, we will head back to the Westin Book Cadillac in groups. For the night owls, we will provide nearby options if you're more inclined to run free in the Big D!

Wednesday's Speakers



Carla Walker-Miller | Founder, President & CEO of Walker-Miller Energy Services

As president and CEO of Walker-Miller Energy Services, LLC (WMES), Carla Walker-Miller is a savvy entrepreneur and a visionary leader determined to change lives through energy. With decades of energy industry leadership, her 16-year old Detroit-based firm develops and implements energy efficiency solutions for utility, residential and commercial building owners. Ms. Walker-Miller is a proud Detroit booster, and champions issues related to water affordability and the intentional recruitment, training and employment of black Detroit residents. Her firm has grown to more than 60 team members, and is on track to gross more than \$25 million in 2017 revenues.

Carla Walker-Miller led her business to double-digit growth after the recession, earning both local and national recognition as an innovative company. Over the past few years, WMES received several accolades, and most recently honored by The Heat and Warmth Fund (THAW) as a trailblazer with the 2016 Alice Parker Award and by the Women

President's Organization (WPO) as one of the 50 Fastest Growing Women-owned business in America for 2016. Additionally, she was awarded the Michigan Small Business Administration (SBA) Woman-Owned Business of the Year 2015.

As a sought after speaker on issues relating to energy efficiency and sustainability, she is determined to bring underserved populations into the important energy dialogue. Her goal is to help communities make informed decisions regarding their own energy destinies. Carla and her family reside and work in the City of Detroit.



Gordon Hawkins | Founder & Broker of Hawkins Realty

Gordon Hawkins has more than

12 years experience buying and selling real estate. He has established himself as an expert in historic and investment properties. Working with investors across the globe, he has convinced many to buy in the city he loves so much. Most are impressed by Gordon's enthusiasm, professionalism and wide range of knowledge. Besides his passion for real estate, Gordon is also a lover of the arts and people.



Kirsten Ussery |
Co-Founder &
General Manager
of Detroit Vegan
Soul

Kirsten Ussery is co-owner & general manager of Detroit Vegan Soul, Detroit's premiere vegan soul food restaurant with locations in Detroit's historic West Village and Grandmont Rosedale neighborhoods. Prior to becoming a restaurateur, Kirsten spent over ten years building her professional communications career, seven years spent at a Japanese auto supplier company and a stint at a PR agency. She also directed communications and community outreach for a roundtable of Michigan's top executives, Downtown Detroit Partnership's initiative to build the city's first light rail line and for Detroit's City Council.

Her life changed when she and partner, co-owner & executive chef Erika Boyd, became vegan hoping to break the cycle of disease in their families. Their personal journeys became a mission to not only change the trajectory of their own lives but to break the cycle of disease in the community as well. Together, they spent about a year developing vegan dishes based on traditional recipes, replicating those familiar textures and tastes while remaining conscious of nutritional value. They started selling meals for delivery, catering events

and doing pop-up shops and in 2012 opened their first sit-down restaurant in West Village.

Kirsten has not only helped create two successful and unique restaurants in Detroit, but is challenging people through these outlets to look beyond the standard American diet and rethink their relationship with food. Her restaurants are providing quality, healthy options for a community with disproportionate rates of obesity and other diet related diseases compared with other cities.

Kirsten is a graduate of the D:hive BUILD program which is based on a nationally recognized curriculum, constructed especially for Detroit, to support entrepreneurs in the process of turning their ideas for a program, project or business into action. In eight weeks, BUILD participants focus on sustainability, durability, scale and potential replication; hear from community experts on entrepreneurship; and create a business plan in a collaborative environment. She earned her Bachelor of Arts in Communication Studies from the University of North Carolina at Charlotte and a Masters in Education from Wayne State University.



Terra Castro |
Founder of Detroit
Body Garage

After 11 years on the road racing as a professional Ironman triathlete, Coach Terra decided to return to where it all started: Detroit. A year of bold growth, training and racing later, Terra recognized the need to offer fitness opportunities beyond endurance sports, which was her first company: Be Bold Crew- an endurance racing & training team in Detroit. She eagerly jumped at the opportunity to launch the Detroit Body Garage in Detroit's West Village. Her bold story & passion to help others rebuild one part at a time, has grown Detroit Body Garage in a year to a place where the community sweats & connects on a daily basis. Still competing for the joy of it, Terra completed the 2017 Boston Marathon, is racing in a 50k & 50 mile trail race this summer, and is a Lululemon Ambassador.



Rob Dube | Co-
Founder &
President of
imageOne

Rob is President and Co-Founder of imageOne, a Document Lifecycle Management company. Rob's journey began in ninth grade when he and his current business partner, Joel Pearlman, launched their first business—selling blow pop candy out of their school lockers. Rob

and his partner realized early on that their passion to deliver an extraordinary customer experience would be key to their success. It is this passion that has become the driving force behind imageOne's success. Rob has completed 14 marathons and is an avid meditator and loves spending time in Northern Michigan with his family and friends.



Corey Blake |
Founder & CEO of
Round Table
Companies

Corey Blake has been creating experiences for audiences for 20 years as an actor, director, producer, writer, and for the past 10 years as the CEO of a storytelling company, Round Table Companies (RTC). RTC is a creative agency using storytelling to drive personal and organizational identity shift, culture change, and connection.

Corey was a professional actor in Los Angeles prior to starting RTC and starred in one of the 50 best Super Bowl commercials of all time. He has studied at the Gestalt Institute of Cleveland and the Stagen Leadership Academy. Corey's work as a storyteller has been acknowledged through 14 independent publisher awards, a London International Advertising Award, a Cannes Lion, the Gene Siskel Center, Worldfest Houston, and the San Diego Film Festival. He is a member of the Young

Entrepreneur's Council (YEC), and a member and sponsor of Conscious Capitalism and Social Venture Network (SVN). He is also a regular contributor to Forbes.com and the Huffington Post and his projects have been profiled or showcased in the New York Times, Wall Street Journal, Forbes, Inc., Barron's, Wired, USA Today, and on NPR and Bloomberg TV.

His work as the head of the Vulnerability is Sexy movement has culminated in a series of art installations, a TEDx talk, a card game, apparel, and a short documentary film Corey will be touring at film festivals throughout 2017.



Jonathan Raymond |
Founder & CEO of
Refound

After twenty years of not being able to decide whether he was a "seasoned executive" or a personal growth teacher, Jonathan stopped trying to figure it out. He's the owner of Refound, an advisory firm that offers leadership training and coaching for owners, executives and managers. He's madly in love with his wife, tries not to spoil his daughter, and will never give up on the New York Knicks. Jonathan is the former CEO and Chief Brand Officer of EMyth, where he led the transformation of a global coaching brand, and has worked in tech, clean tech, and the nonprofit world after graduating

law school in 1998. He lives in Ashland, Oregon, a lovely town that's too far away from a warm ocean.

Julie James | Co-Founder & CMO
of DROUGHT

Julie earned an BBA from the University of Michigan-Dearborn majoring in Marketing and Management. After opening her first successful business at the age of 23, a yoga studio in Birmingham, Michigan - she took a brief hiatus to raise her now 7 year old daughter, Stella. In 2010, along with her 3 sisters Cait, Jessie & Jenny, Julie co-founded the midwest's first raw organic juice company, DROUGHT, which now has 5 brick and mortar locations, a wholesale line and USDA organic certification. With a focus on retail experience, marketing and branding - Julie focuses her daily operations in the customer's interaction with the brand.

Caitlin James | Co-Founder and
CEO of DROUGHT

Caitlin became interested in organic and plant-based living while studying Special Education at Eastern Michigan University. After working as Peace Corps volunteer in Jordan, Caitlin moved to New York City to settle into a year-long brainstorming session with her sisters on how to take their lives to the next level. In 2010, along with her 3 sisters Julie, Jessie & Jenny, Caitlin co-founded the midwest's first raw organic

juice company, DROUGHT, which now has 5 brick and mortar locations, a nationally-distributed wholesale line and USDA organic certification. Caitlin is DROUGHT's acting CEO, overseeing day-to-day operations of a team of 40 employees while cultivating strategic partnerships to grow the business.



Jessie James | Co-Founder & CBDO of DROUGHT

Jessie worked as a hairstylist between Detroit and New York City for 10 years before changing gears and starting DROUGHT with sisters. With a career in customer service, Jessie mastered the art of turning a service into an experience. She currently resides in Ferndale with her Wife and daughter and focuses on the overall Business Development of DROUGHT.

Jenny James | Co-Founder & COO of DROUGHT

Jenny also earned her BA from the University of Michigan-Dearborn majoring in Art History and Women's Studies. Two weeks after graduating, she bought a one way ticket to New York City to live with Caitlin and Jessie in their

spacious 500sq ft apartment. It was in their East Village dwellings that the sisters began planning the launch of DROUGHT, with long distance input from Julie. In 2010, the 4 sisters co-founded the midwest's first raw organic juice company, DROUGHT, which now has 5 brick and mortar locations, a wholesale line and USDA organic certification. Jenny manages company operations with a strong focus on sustainable, local produce sourcing, logistics and efficiency management.



Shawn Busse | Co-Founder & CEO of Kinesis

Shawn's interesting life journey started in his rural hometown of Roseburg, Oregon where he raised pigs for 4H. From those humble beginnings, we went on to get an MFA in sculpture and later became an art professor at Southern Oregon University.

After a trip around the Ivory Tower, Shawn realized academia didn't move quite fast enough to affect change. Thinking that business might be the answer, he co-founded Kinesis in 2000, on a mission to radically transform how businesses think about marketing, culture, and growth. Now, he helps small business owners and leaders to reinvent their companies through Marketing from the Inside Out® - Kinesis' core business philosophy. As CEO, Shawn's primary focus is

on setting the strategic direction for the company, championing the business mission, values, and vision, and deliberately maintaining Kinesis culture with every new hire and client acquisition.

Kinesis has been one of Oregon's fastest-growing private companies for five straight years - earning the organization the prestigious Lighthouse Award in 2016. The company was also honored at the Portland Business Journal's Small Business Innovation Awards, and named one of America's Best Entrepreneurial Companies by Entrepreneur Magazine. In addition to their growth and recognition, Kinesis is also a certified B Corporation and has achieved virtually zero voluntary employee turnover.

Shawn has shared his business and marketing expertise at many industry associations including at the Oregon Economic Forum, Entrepreneurs' Organization (EO), American Marketing Association (AMA), and Oregon Manufacturing Extension Partnership (OMEP)'s annual Summit. His forthcoming book, Marketing from the Inside Out® captures nearly 2 decades' of experience in starting, running, and growing small businesses.



Bruce Hendrick |
Founder & CEO of
Building Trust

With a career spanning software

development, pressure-sensitive adhesives, ceramic tile, and electronic manufacturing, Bruce has developed powerful leadership and trust-building acumen, which he used to launch Building Trust, LLC. He trains, coaches and speaks widely on these subjects, strengthening business relationships and getting more done with less stress!



Mike McDermont |
Co-Founder & CEO
of FreshBooks

Mike McDermont is co-founder and CEO of FreshBooks, the world's #1 accounting software in the cloud for self-employed professionals and their employees. Prior to FreshBooks, Mike ran his own design firm where he accidentally saved over an invoice and realized an unmet need in the market. In 2003, he started FreshBooks from his parents' basement in Toronto. Since then, over 10 million people have used FreshBooks to save time billing, look professional, and collect billions of dollars. Mike and his team dedicate themselves to executing extraordinary experiences everyday for customers who want to focus on what they love, not their paperwork. Mike has also authored "Breaking The Time Barrier", a guide to using value-based pricing to unlock your true earning potential which has been downloaded more than 250,000 times.

Thursday, May 18th

6:30 - 7:30am

WESTIN BOOK CADILLAC OR
DOWNTOWN DETROIT

WELLNESS ACTIVITIES: For those of you who want to break a sweat, feel free to utilize the Westin's workout facility or check out local yoga classes at Citizen Yoga (0.4 miles away). We also recommend running on the Detroit Riverfront or renting bikes to explore the Dequindre Cut.

8:00 - 8:15am

WESTIN BOOK CADILLAC TO
GARDEN THEATER

TRANSIT TO GARDEN THEATER:

Meet in the lobby of the Westin Book Cadillac and volunteers will guide you to the Detroit Bus Company bus stop. We will host our content portions of the event at the Garden Theater, a separate venue from our hotel block at the Westin Book Cadillac.

8:15 - 9:00am

GARDEN THEATER

BREAKFAST: Enjoy breakfast catered by Garden Theater. Take this time to build relationships with your fellow Small Giants Community members.

9:00am - 9:15am

GARDEN THEATER

MINDFULNESS & MEDITATION

| **Rob Dube:** Long-time Small Giants Community Member Rob Dube will lead us through a brief mindfulness and meditation session to start the day off right!

9:15 am - 9:30am

GARDEN THEATER

MY JOURNEY STORY | Two Small Giants Journey members will share their stories as to why they joined the Small Giants Journey.

9:30 - 10:30am

GARDEN THEATER

FORBES BEST SMALL GIANTS PANEL

| **Moderated by Loren Feldman:** Learn from some of Forbes America's Best Small Giants during this dynamic and interactive panel moderated by Forbes' Senior Editor, Loren Feldman.

KEY TAKEAWAYS

- Gain practical insights from Forbes Best Small Giants Companies

10:30 - 10:45am

GARDEN THEATER

BREAK: Enjoy a little time to stretch your legs, grab a snack, ask individual questions of speakers, and build relationships with your

Thursday (continued)

fellow Small Giants Community members.

10:45 - 11:45am

GARDEN THEATER

BREAKOUT SESSIONS | Steve Baker | Dimitri Syrkin-Nikolau | Bob Ruffolo | Doug Kueker: Choose from two of four roundtable discussions for a sharing of best practices led by experts on a variety of topics. Topics include: The Power of Open Book Management led by Steve Baker, Master your Digital Marketing Small Giants Style led by Bob Ruffolo, Building Culture “In the Cloud” led by Doug Kueker, and Scaling Culture & Teal Organizations led by Dimitri Syrkin-Nikolau.

KEY TAKEAWAYS

- Learn about topics of interest alongside values-driven leaders

11:45 - 12:30pm

GARDEN THEATER

LUNCH: Enjoy lunch catered by the Garden Theater vendors. Take this time to stretch your legs, ask individual questions of speakers, and build relationships with your fellow Small Giants Community members.

12:30 - 2:00pm

GARDEN THEATER

THINK TANK | Moderated by Chris Hutchinson: Two Small Giants leaders will be selected to share a real-time business challenge with the audience interview-style, led by SGC member Chris Hutchinson. The audience will work together in roundtables to crowdsource solutions.

KEY TAKEAWAYS

- Listen to two brave Small Giants share their challenges live
- Build relationships with attendees as you work together to crowdsource solutions

2:00 - 2:15pm

GARDEN THEATER

BREAK: Enjoy a little time to stretch your legs, grab a delicious snack from local business Good Cakes & Bakes, and build relationships with fellow Small Giants Community members.

2:15 - 2:35pm

GARDEN THEATER

LONG STORY SHORT | Kristen Hadeed | Creating Cultures Where Millennials Thrive: Student Maid has millennials lining up to clean dirty toilets. The service’s

student-only employees excel in relationship building, problem solving and are highly engaged due to the company's promise to help them become successful in life. Kristen will debunk stereotypes about millennials and show the leadership shift required today to help millennials thrive in the future.

- Begin to understand the unique obstacles facing the next generation, and what you can do to help them overcome these challenges and reach their highest potential
- Explore what it takes to build an environment that teaches critical skills millennials need for success
- Identify opportunities to bridge the generational gap so that everyone can work together in harmony

2:35 - 3:00pm

GARDEN THEATER

LONG STORY SHORT | Candice Gouge | Hiram Hartnett | How Pegasus Got its Mojo Back:

When Candice Gouge and Hiram Hartnett no longer recognized the culture that they had been a part of for years, they went to the President to change it. It took secret meetings, firing of several executives, and a comprehensive employee and leadership development program, but Pegasus did get its mojo back.

KEY TAKEAWAYS

- How to re-engage employees/

create buy-in to reinvent culture

- Investing in employees is key
- How to develop leadership programs that promote within and retain talent

3:00 - 3:15pm

GARDEN THEATER

BREAK: Enjoy a little time to stretch your legs, grab a delicious snack from local business Good Cakes & Bakes, and build relationships with fellow Small Giants Community members.

3:15 - 4:00pm

GARDEN THEATER

CLOSING KEYNOTE | David Dussault | Manufacturing Culture:

We are all manufacturers of culture. As leaders, it should be our top priority. In this keynote, you will learn how to blueprint and activate high performing company cultures by treating it as a person, using extreme simplicity in its design, evangelizing constantly and cultivating keepers. Dussault and his team have used these principles to re-energize an industry and deliver consistent, outsized returns.

KEY TAKEAWAYS

- Culture is a person; treat it as such
- Simplicity wins the day in EVERYTHING
- Evangelize constantly
- Cultivate keepers of the culture - the wolfpack effect

Thursday (continued)

4:00pm - 4:10pm

GARDEN THEATER

CLOSING REMARKS | Small

Giants Community: Wrap up the content portion of the event with a thank you from the Small Giants Leadership team

4:10 - 4:30pm

GARDEN THEATER TO WESTIN BOOK CADILLAC

TRANSIT TO WESTIN BOOK

CADILLAC: Enjoy the short ride back to the Westin Book Cadillac in style on a signature bus from the Detroit Bus Company.

4:30 - 6:45pm

UP TO YOU!

FREE TIME: Whether you wish to go back to the hotel room and refresh by yourself, or explore the city with fellow Small Giants, the choice is yours!

6:45 - 7:00pm

TRANSIT TO DIA

TRANSIT TO DIA: Meet in lobby of Westin Book Cadillac to ride in style together to a special social evening at The Detroit Institute of Arts Museum.

7:00 - 9:30pm

DETROIT INSTITUTE OF ARTS

A NIGHT AT THE DIA SOCIAL

EVENT: Enjoy gourmet passed and stationed foods, while exploring the galleries of the DIA. Sip great wine and local beers, while conversing and listening to local jazz artists. The event will take place in the world-famous Diego Rivera Court.

9:30 - 9:45pm

TRANSIT TO WESTIN BOOK CADILLAC

TRANSIT TO WESTIN BOOK

CADILLAC: For those ready to head back, we'll provide transportation to the Westin Book Cadillac. Those looking to stay out and explore the city are welcome to at their own leisure.

9:30pm - ?

UP TO YOU!

WILD AND FREE IN THE BIG D:

For sleepy heads, we will head back to the Westin Book Cadillac in groups. For the night owls, we will provide nearby options if you're more inclined to run free in the Big D!

Thursday's Speakers



Zawadi Bryant |
Co-Founder & CEO
of NightLight

Zawadi Bryant as
Chief Executive
Officer for

NightLight brings a wealth of business marketing and quality improvement experience. She is a graduate of Cornell University with a master's degree in Operations Research and Industrial Engineering and an MBA in Operations Management. Bryant has been recognized by Black Engineer Magazine as one of the Top 30 Black Engineers under 30, inducted into the EY Entrepreneurial Winning Women™ 2016 North America class, and she is a recognized leader in business and process improvement.



Kris Maynard |
Co-Founder & CEO
of Essential
Ingredients

Kris was born and raised in rural Ohio and graduated from Miami University in with a BA degree in Zoology in December, 1989. His chemical career started with Stepan Chemical Company in Chicago, Illinois the spring of 1991 after spending several months in Russia doing missions work and working numerous odd jobs during 1990. Kris and his wife Cindy were married in

May of 1991 and relocated from Chicago to Atlanta, Georgia where he was assigned a territory in the Southeastern US as a distributor specialist. In May of 1996, Kris and Chris Gerlach founded Essential Ingredients.

Kris serves as the Chief Executive Officer of Essential Ingredients. His favorite thing about Essential Ingredients is to help to shape a work environment at Ei that provides a pathway for employees to utilize their giftedness. He is also passionate about building personal relationships with customers and suppliers, understanding their businesses, and exploring creative ways to help them be more successful.

Kris and Cindy have three children; Rachael, Ryan, and Justin. Kris is an avid fisherman and hunter and, in his free time, enjoys exploring the mountains with friends and family near their farm in Ellijay, Georgia.



James Goebel |
Co-Founder & CEO
of Menlo
Innovations

James Goebel is a founding partner of Menlo Innovations. Menlo uses highly collaborative project teams to design and implement innovative products for clients that place high value on user adoption.

The team he helped build at Menlo Innovations has successfully blended an Extreme Programming development team, usability design specialists, a quality assurance practice, and formal project management. Representatives from start-up companies as well as large Fortune 500 firms routinely tour Menlo's Software Factory environment to study its implementation of agile.

James has worked in a variety of environments, from 2 employee startups up to billion dollar organizations. As a coach and change agent, James has helped organizations achieve dramatic transformations in both process and culture. He enjoys speaking at conferences, teaching classes, and speaking to small local groups in order to share the lessons he has learned. James is a certified Project Management Professional (PMP), a certified Scrum Master, and has an MBA from Eastern Michigan University. He has practiced software product development for more than twenty years as a developer, team lead, system architect, project manager, practice director, and executive coach. For the past fifteen years he has been building and managing Agile software teams.

especially the struggle in the trenches.

I oversee entrepreneurial coverage at Forbes, including the Entrepreneurs channel. Before that, I was small-business editor of the New York Times, where I started the You're the Boss blog. I have also been a top editor at Inc. magazine and Inc.com - and many other magazines, a few of which are still in business. My goal is for Forbes.com to be the place where business owners turn to get inspired, to compare notes, to ask questions, and to learn from one another's mistakes. Let me know how we're doing: lfeldman@forbes.com.



Bob Ruffolo |
Founder & CEO of
IMPACT

Bob is the founder and CEO of IMPACT, and organization that helps leaders increase revenue and grow their businesses with digital marketing. IMPACT is one of HubSpot's top partner agencies and has helped hundreds of organizations that share the principles of Small Giants achieve their growth goals. Bob's also a member of the inaugural Small Giants Journey cohort.



Loren Feldman |
Senior Editor of
Forbes
I cover business
ownership,



Dimitri Syrkin-Nikolau | Founder
& CEO of Dimo's
Pizza
Dimitri Syrkin-

Nikolau is passionate about creating businesses that provide education and create community, integrating technology into everyday life, trying to improve the wealth distribution gap, and exploring the intersection of politics, economics, and social change. To this end, he owns and operates Dimo's Pizza which exist as a for-profit hospitality organization that champions unity, development and justice for our guests, our team and our communities in order to lead the charge in creating a positive, long-lasting impact.

Recently he took the organization through a cultural transformation, eliminating hierarchy and creating a more equitable organization with respect to decision making and opportunity. This transformation tested what he thought he knew about how business functions, human nature, and the flexibility of the human spirit. It has left him humbled. He is excited now, more now than ever, to continue to find ways to create these opportunities for others.



Doug Kueker |
Co-Founder &
Chief Learning
Solutions Officer of
Vivayic

Co-founder of

Vivayic. I'm a farm kid from Missouri who turned his insatiable curiosity about people, learning, and technology into a business. At Vivayic, we apply our knowledge

of learning and development to build other's capacity to good in the world. Our experiences range from helping companies and NGOs striving to ensure a safe and sustainable food supply to consulting with educators and groups trying to make learning experiences more relevant and engaging. More than what we do, I'm most proud of the one-of-a-kind culture our team is forging together. I live in Mid-Missouri with my wife and partner, Emily.



Steve Baker | Vice
President of The
Great Game of
Business

Steve Baker is the
Vice President of

The Great Game of Business, Inc., a division of employee-owned SRC Holdings Corporation. Known for his high-energy and engaging message, Steve has become a top-rated and sought after speaker, author and coach on topics of Open-Book Management, Strategy & Execution, Leadership and Employee Engagement. Steve co-wrote the update of the best-selling book, The Great Game of Business 20th Anniversary Edition.

Baker spent two decades working for privately-held companies, struggling to help owners reach their goals without access to key business metrics. Learning to play the Great Game of Business at SRC changed his life both at work and at home. He also serves on the Board of the National Center

for Employee Ownership as well as the Steering Committee for SRC's Ownership Culture Initiative.

Steve is a career marketing and branding professional and is an award-winning designer. He lives in Springfield, Missouri with his trophy wife, JoAnn, and his three above-average children.



Chris Hutchinson |
Founder & CEO of
Trebuchet Group

As CEO of
Trebuchet Group,

Chris partners with owners of successful businesses to help improve organizational clarity, teamwork, and leadership impact.

After years of building Legos® and tree houses around the world, Chris earned his Mechanical Engineering degree and followed that with an MBA. His experiences in the military and the business world taught him that great leadership can be learned, and that everyone is in some way a leader. Chris has a passion for helping people see new potential and achieve greater personal and organizational results.

Chris is a leadership advisor, facilitator, and author. His book *Ripple: a field manual for leadership that works* is one of the ways he works to close the knowing-doing gap, helping others improve their leadership. He has been described by clients and peers as an inspirational catalyst for positive change.

Chris and his wife live, garden, and bike with their four children in Fort Collins, CO. He has an unrequited love affair with brownies.



Kristen Hadeed |
Founder & CEO of
Student Maid

Kristen Hadeed has never met a person she didn't

believe in. She lives to unleash potential in others so that they exceed their own expectations. At 19, she launched Student Maid, a cleaning company that hires only students, which has since grown into a company that has employed hundreds of millennials. Student Maid is known for its industry-leading retention rate and its culture of trust, accountability and empowerment.

Over the last nine years, Kristen has challenged the millennial status quo. Kristen's experience as CEO has earned her a unique perspective on leadership, organizational culture and engaging the next generation. She is an expert in developing and teaching practical, ready-made tools that inspire people to take action.

Kristen didn't always get it right. Her first leadership disaster, which resulted in three-quarters of her workforce quitting on the spot, was the catalyst to beginning her leadership journey. A self-described "typical" millennial, she overcame her own greatest

obstacles and learned how to help those around her overcome their challenges, too.

Today, Student Maid is thriving. Kristen has opened her company's second location and successfully handed over day-to-day operations to a leadership team comprised of millennials. Kristen has learned what it takes to create a work environment that brings out the best in people. Many of the students who have worked with Student Maid have gone on to run their own businesses and have received highly sought-after positions in companies around the world.

Kristen now spends most of her time helping organizations across the country make a lasting, meaningful impact on people by creating environments in which they thrive.

Kristen and Student Maid have been featured by news outlets including PBS, FOX and Forbes. Her first TED Talk has received more than two million hits on YouTube.



Candice Gouge |
Leadership &
Development
Manager at
Pegasus Logistics
Group

Candice Gouge is a training and leadership development manager, a coach and the leader of company culture. Her development and coaching

are focused on the company's leaders and high potential employees. She also leads a team of culture ambassadors who ensure the company culture stays alive throughout all locations; worldwide.

Candice joined Pegasus Logistics Group in 1999 and has served in multiple leadership roles including account management, solutions development and international operations management. She has created and leads the Next Level Leadership Program, Level 1 (Emerging) Leadership Development, a New Employee Onboarding and Orientation experience and a continued education program.

Candice completed the 10-month CTI Leadership program in 2015, is trained as a professional coach through the ICF-certified Co-Active Coach Training program at CTI and is currently enrolled in the Stagen Leadership Academy's Integral Leadership Program.



Hiram Hartnett |
Executive Vice
President of Sales
at Pegasus Logistics
Group

Hiram Hartnett is the Executive Vice President of Sales for Pegasus Logistics Group. Hiram has been a top performing sales professional in the logistics industry for over 20 years. Over his 13 year tenure at Pegasus, he began his career in sales opening the Pegasus

Austin, TX office. That role evolved into a global sales opportunity where Hiram was intimately involved in expanding the Pegasus global footprint across Asia, Europe and Latin America. Today Hiram is responsible for sales growth, marketing and management of the global sales team. He is actively involved in new market penetration, hiring and building the infrastructure to be the logistics industries company of choice. He views his purpose at Pegasus as to expand the Pegasus brand in order to continue providing growth and development opportunities for our people.

Hiram holds a marketing and Management degree from Texas A&M University. He's an avid runner, outdoors enthusiast, and always busy with his wife Kara supporting their 6 busy kids.



David Dussault |
Founder, President
& CEO of P1
Holdings

David Dussault is the founder, president and ceo of P1 Holdings - an operator of multiple manufacturing businesses, early stage manufacturing startups and industrial real estate. David grew up 1 of 7 children in a lower middle-class blue collar home, started working at the age of 14 and put himself through private school, graduated from GE's world class leadership program in operations and climbed the ranks at GE before quitting to start his first manufacturing company in 2006.

Housekeeping

ROSTER: Want to see who else is attending? Check out [this roster](#), which includes speakers and attendees.

HOTEL INFORMATION: We will be staying at the Westin Book Cadillac located at 1114 Washington Blvd, Detroit, MI 48226. If you haven't already, please book your stay by calling the hotel at [313.442.1614](tel:313.442.1614).

SUMMIT STAFF: If you need anything from the Small Giants Community staff, you can email the whole gang at hello@smallgiants.org. If you need immediate assistance, please call or text us. You can find us on Tuesday evening at the opening reception wearing blue Journeyer shirts!

Hamsa Daher, Executive Director @ [586.215.9950](tel:586.215.9950)

Julia Kortberg, Marketing & Membership Coordinator @ [734.612.3355](tel:734.612.3355)

Westin Book Cadillac @ [313.442.1600](tel:313.442.1600) for hotel amenity/room-related

DRESS CODE: We believe that comfort helps with learning :-). Smart casual (yes, denim counts) is the way to go for the conference portion. Wednesday night's event at Punch Bowl Social is casual. Thursday night's event at the Detroit Institute of Arts is cocktail-casual.

WEATHER: Michigan weather is totally unpredictable! (Sorry, that's probably not helpful). Expect spring weather, but our best advice is to dress in layers and check out the forecast [here](#).

INDIVIDUAL GROUND TRANSPORTATION: Airport ground transportation should be booked individually by attendees. Pick ups must occur in the Ground Transportation Center at the Reserved/Pre-Arranged Transportation & Permit Parking Lot. Look for "Rideshare" signage on the premise. You must check in with an attendant in order to get access to this parking lot.

EVENT TRANSPORTATION: We've got you covered! All event transportation during Summit-sponsored outings is hosted by our partner, the Detroit Bus Company, or Detroit's new light rail, the QLINE. We will meet in the lobby of the Westin Book Cadillac for transportation to the Garden Theater.

Housekeeping (continued)

INTRO TO SMALL GIANTS COMMUNITY: Tuesday, May 16th 5:00pm - 6:00pm in the Westin Book Cadillac Crystal Ballroom. Attendees who are new to the Small Giants Community Summit will have the opportunity to meet our Founders and Executive Director and learn what it means to be a values-driven company.

TUESDAY'S OPENING RECEPTION: Tuesday, May 16th 6:00pm - 8:30pm in the Crystal Room. Hear from Small Giants Community Founder, Paul Spiegelman, enjoy cocktails, live music and heavy tapas. Mix and mingle with new and old friends!

WELLNESS ACTIVITIES: For those of you who want to break a sweat, feel free to utilize the [Westin's workout facility](#) or check out local yoga classes at [Citizen Yoga](#) (.4 miles away). Special drop-in rates are available for local + out-of-towners. We also recommend running on the [Detroit Riverfront](#) or renting bikes to explore the [Dequindre Cut](#).

SOCIAL MEDIA: Follow along with us at [#SGCSummit2017](#). Share your thoughts, quote our speakers, and chat with others. Be sure to follow/like us on Twitter, Facebook and LinkedIn [@SmallGiantsBuzz](#) to keep up with us in real-time.

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