



## AMONG OUR KEYNOTE SPEAKERS

### **Terence F. Moore, Midland, MI** **“Leaders & Leadership”**

Terry Moore has been President & CEO of MidMichigan Health for nearly 27 years. MidMichigan owns and operates award winning hospitals (3), nursing homes and other health focused facilities, employing more than 3200 individuals.

Heading so large and diverse an organization in today's critical and challenging world of health care has given Moore particular insights into the qualities of leadership one must develop for success in any endeavor. And, that leadership stems from an ability to be innovative and find creative solutions to sometimes seemingly insurmountable problems.

Moore holds a master's in Hospital Administration from Washington School of Medicine in St. Louis, MO and BS and MBA degrees from Central Michigan University. He has been recognized by his peers as the outstanding health care executive in Michigan and has received the Michigan Hospital Association's highest award, among a long, long list of honors from many sectors of the community and his profession.



The talk you will hear was first presented as part of Northwood's Values Emphasis Week celebration for students and was so outstanding that we have asked Mr. Moore to repeat it for our 2007 conference opening session.

### **Linda Solomon, Bloomfield Hills & Birmingham, MI. Tucson, AZ** **“Snapshots of Hope”**

Linda Solomon is a nationally renowned photojournalist who has specialized in capturing the image of celebrities from the fields of entertainment, politics, business and professional athletics. She is a photographer for the annual Academy Awards and with her sister, Jill Rapaport of *Good Morning America*, has coauthored a striking coffee table volume on famous people and the horses they love.



In addition to her warm acquaintance with such rarefied celebrities, Linda is well known among her friends as the ultimate innovator... with a heart. First working with Kmart/Kodak, Linda founded the "It's A Snap" program, providing over two million cameras to elementary school children throughout the U.S. --- personally visiting hundreds of classrooms to inspire children in the arts, often in schools where art had been eliminated. Her newest and latest project, with inner city children in shelters across the U.S. (generously sponsored by General Motors) is not only inspiring but the perfect example of Northwood's long standing belief that "the arts make good business partners." You'll hear all the details at the Conference Opening Night dinner.

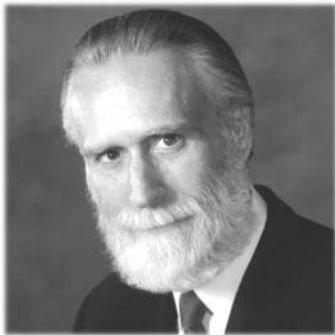
Linda believes strongly in photography as a stress relieving activity and, as a teacher, emphasizes the benefits and rewards of appreciating one's own talent. Her work has been

featured in television photo essays, on World News Tonight, CNN, CBS and in *Time*, *Newsweek* and *People*. Her clients include Elizabeth Taylor, Tony Bennett and Barbra Streisand. Needless to say, she'll be a fascinating speaker!

**Leland K. Bassett, Bloomfield Hills, MI**

**“Communication’s Creativity Challenge; Make Sure The Message You Send Is The Message Received”**

Leland K. Bassett, Chairman and CEO, Bassett & Bassett, Incorporated, has pioneered the application of communication psychology (human communications sciences) and strategic planning to public relations, corporate communications and integrated strategic communication management for more than three decades.



He established the nation’s first corporate strategic communication management department in the mid 1970s and also designed and taught the nation’s first graduate strategic communication management program, at Michigan State University in the College of Arts & Sciences (1980s). In 1986 he founded the nation’s first commercial communication arts and sciences-based communication professional services firm.

The youngest ever VP of the famed Detroit Chamber of Commerce, Bassett is a charismatic speaker who will help every conference-goer to translate his or her best insights into effective action. Remember: an idea or innovation is

no good at all unless it can be *communicated*. Bassett’s insights are priceless!

He will attend with his equally talented wife and partner, Tina Bassett.

**Nancy Keene, Dallas, TX**

**“Work and the Art of Reinvention”**

We live in fast-changing times. Our world is being re-defined by a “tsunami” of new technologies, business models, demographic mix and economic shifts. How does this affect you, your family and workplace? Are you living in the past – or laying the groundwork for the future? What does it take to be ready and relevant in an era of rapid revolution? How do you help those you influence prepare?

Nancy Keene is a director in the Dallas office of Stanton Chase International, a top-ranked executive search firm with offices worldwide. She leads the firm’s global practice group in the Construction & Building Materials sector and also handles cross-industry assignments in marketing and finance. During the marketing phase of her career, she was involved in launching new products, companies, technologies and distribution channels for Fortune 500 companies and venture capital-backed start-ups. Before entering search, she was a Regional Director at PricewaterhouseCoopers. She is a frequent speaker and

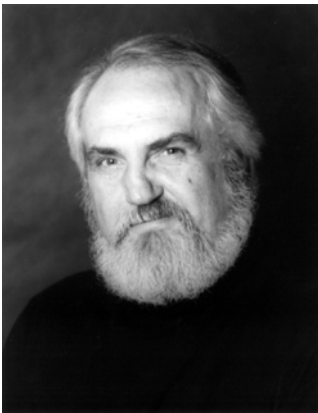


widely quoted news source, as well as co-founder of The MBA Edge career launch program at TCU's Neeley School of Business.

Beyond all of this, Keene is an insightful innovator, leading edge in her own thinking and a significant resource and role model for anyone on a creative search or responsible for innovative success.

**Robert Alan Black, Ph.D., CSP Athens, Georgia**  
**“Are You Creative Like Einstein? Da Vinci? Van Gogh? Vasarely? Or, Mondrian?”**

Alan is a wandering global migrant worker who picks brains not fruits and vegetables. He is an International Creativity Consultant.



His company is Cre8ng People, Places & Possibilities through which he works and puts together virtual teams to work with clients. When not traveling the world, Alan calls Athens, Georgia home. As a consultant, speaker and author, he helps people expand and enrich their natural creative abilities. Alan uses his 47 years of daily creative work experience at 47 different jobs in eight fields, lasting from one day to 23+ years, along with his formal education in creativity, design, architecture, counseling and educational psychology to provide: examples, skills, tools and techniques to everyone in his groups and audiences.

Recently he was voted “Employee of the Month” for the 277th month in a row. Life to him is “A Creative Journey, Not a Guided Tour.”

Since 1976 he has given nearly 3200 presentations around the U.S. and the globe traveling through 49 states and 73 countries. Plus, he has written and co-written over 20 books and has had over 400 articles published.

**Robert Stafford, Midland, Michigan**  
**1st Vice President, Chemical Bank**

Bob Stafford is one of those ‘great guys’ who is truly committed to helping others... people, places, institutions... to give their best and to build on quality ideas.

As a key officer of Chemical Bank, he plays a leading role in the area's community life and we've asked him to moderate a panel of upcoming young professionals who have been recognized by established area leaders and their peers as among the “best and the brightest.” How did they do it? How do they use creativity to sustain their innovative contributions? This is a group who has put every theory of “creativity” to the test.



Bob Stafford regularly presides over the Midland Area Chamber of Commerce's popular monthly Wake Up Midland! Bob has served as president or (active) board member of MidMichigan Health System, Delta College and Saginaw Valley State University, Matrix: Midland, the Midland Center for the Arts, United Way, Junior Achievement, MidMichigan Visiting Nurses, and just this year was named the Leader of the Year by the Leadership Midland Alumni. This panel will be memorable for its insights and its “rejuvenation factor.”