

May 18th Event

Title: State of the Economy Dr. Brian Long

Location: Gull Lake Country Club

[Event Location Map](#)

Schedule: 5:30PM Hors d'oeuvres; 6:00PM Speaker begins

Dr. Long will provide an update to the conditions impacting our area as well as an analysis of the impact of what is happening globally.

Dr. Long is Director of Supply Management Research at Grand Valley State University. From 1975 to 1985, he served as Associate Professor of Marketing at Western Michigan University where he taught industrial marketing, industrial purchasing, and marketing strategy.

Dr. Long was a co-foundry of the Marketing and Management institute, a Kalamazoo based seminar and consulting firm. Since 1977, he has conducted hundreds of seminars across the entire nation for such firms as Onan, Cardiac Pacemaker, Northwest Airlines, Siemens', Eaton, Standard Oil, Upjohn, Schering-Plough, Boise-Cascade, Detroit Edison, Rockwell International, Parker-Hannifin, Freeport Sulfur, Philip Morris, General Foods, RJR-Nabisco, and I.B.M. Over 25,000 people from over 480 of the "Fortune 500" have now attended his seminars

Dr. Long received his Ph.D. in marketing from the College of Business at Michigan State University in 1975. Since then, he has been active doing research in the areas of business cycles, industrial marketing, industrial purchasing, and negotiation. He is co-author of The Win-Win Negotiator, a One Minute Manager style book.

For over 28 years, he has edited a survey of local purchasing managers for both the Kalamazoo and Grand Rapids areas, which has proved to be a major economic indicator of current and future business conditions. This survey appears in many local newspapers and regional business publications, and is part of the Federal Reserve's bi-monthly survey of business conditions.