



Professional Development Meeting Tuesday April 17, 2018

*WMU Fetzer Center
Western Michigan University
Kalamazoo, MI 49008-5239*
Topic: The Economy 2018

**Registration is available at: <http://www.apicsswmi.com> Registration
Deadline: Friday April 13th, 2017**

FEATURING



DR. BRIAN LONG

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 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 33 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.

Agenda:

5:30 pm: Hors d'oeuvres

6:00 pm: PDM Speaker Begin

7:15 pm: Q&A

We hope you are able to join us for this interesting and informative presentation.