

## AGENDA

GreenWays Initiative Wayfinding and Branding Workshop  
January 20, 2004  
The Max M. Fisher Music Center

- 8:30 a.m.** Registration and Refreshments
- 9:00 a.m.** Welcome and Introductions  
**Steven K. Hamp**, Trustee, Community Foundation for Southeastern Michigan and Chairman, GreenWays Initiative Advisory Committee  
**Thomas M. Woiwode**, Director, GreenWays Initiative
- 9:30 a.m.** Our Brand of History: The Transformation of The Henry Ford  
**Patricia E. Mooradian**, Chief Operating Officer, The Henry Ford
- 10:15 a.m.** Break
- 10:30 a.m.** The Economic Benefits of Branding  
**Mae Skidmore**, President, Skidmore Inc.
- 11:15 a.m.** How the National Park Service Does It  
**Sue M. Pridemore**, Partnerships-Heritage Area Coordinator, National Park Service & **Mark Pischea**, Executive Director, Motor Cities National Heritage Area
- 12:15 p.m.** Lunch is served
- 1:15 p.m.** A Community Perspective: Kansas City Metro Green  
**Charles Flink**, President, Greenways Incorporated
- 1:45 p.m.** What You Should Think About  
**Kelly Deines**, IIDA, Associate & Interior Design Director & **Brian Tolly**, SEG, Graphic Design Director, Rossetti

**COMMUNITY  
FOUNDATION**  

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**For SOUTHEASTERN MICHIGAN**