



Monday, November 6, 2017



SPEAKER:

Bo Burlingham

**Bestselling Author, Editor-at-Large,
Inc. Magazine**

Topic: “Small Giants: Companies That Choose to Be Great Instead of Big”

It's an axiom of business that great companies grow their revenues and profits year after year. Yet quietly, under the radar, a small number of companies have rejected the pressure of endless growth to focus on more satisfying business goals. Goals like being great at what they do, creating a great place to work, providing great customer service, making great contributions to their communities, and finding great ways to lead their lives. Burlingham's book *Small Giants: Companies That Choose to Be Great Instead of Big*, shows how we can all benefit by questioning the usual definitions of business success.

Bo Burlingham is an editor-at-large of Inc. magazine and the author of five books, the most recent being *Finish Big: How Great Entrepreneurs Exit Their Companies on Top*. He joined Inc. in January 1983 as senior editor and became executive editor six months later. As executive editor, he was involved in much of the magazine's early coverage of innovative companies that have since emerged as leaders of the so-called New Economy. In 1990, he resigned that position so that he could do more writing and assumed the title of editor-at large.

Burlingham has co-authored two books with Jack Stack, the co-founder and CEO of SRC Holdings Corp. He also co-authors with Norm Brodsky the popular and award-winning column in Inc. called “Street Smarts.” They also co-authored the book *Street Smarts: An All-Purpose Tool Kit for Entrepreneurs*.

A former Fulbright Scholar and a Woodrow Wilson Fellow, Burlingham graduated from Princeton University in 1967 with a B.A. in public and international affairs. He served in various editor roles at *Ramparts* magazine, *New York Times* magazine, *Working Papers*, and wrote for numerous publications, including *Harper's*, *Esquire*, *Mother Jones*, *The Boston Globe*, and *Boston* magazine.

NEXT MEETING: Monday, November 20 –

University Presidents, Lou Anna K. Simon (MSU), Mark Schlissel (U of M), M. Roy Wilson (Wayne State), moderated discussion of the alliance established as The University Research Corridor.

SEASON PARTNERS:



MEETING LOCATION:

International Ballroom
JW Marriott
Open Seating

TIME:

Luncheon begins: 12 noon
Adjournment: 1:30pm

PRICING:

\$35 members
\$45 guests

TO REGISTER:

Click on Club website:

<http://www.econclub.net/>

Select “Buy Tickets” for this meeting.

Website also provides information about the Club and future meetings.

RESERVATIONS REQUESTED BY THURSDAY, NOVEMBER 2

No cancellations accepted after noon, Thursday preceding the luncheon - substitutions allowed.

PARKING:

Self Park - in the JW Marriottt Parking Ramp. Bring your parking ticket for \$6 validation and easy exit.

ADDRESS:

JW Marriott
235 Louis Campau, NW
Grand Rapids, 49503