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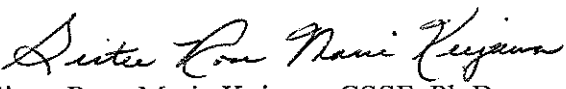
Dear Colleagues and Friends from Around the World:

Madonna University is pleased to be a sponsor of the First Annual Business Conference held on August 7-9, 2008, at the Hyatt Regency Hotel in Dearborn, Michigan. One of Madonna University's educational goals is to develop global perspectives and competencies in our students, particularly in light of Michigan's goal of becoming a major player in the global economy. Our students enter their professional careers at a time when the workforce is more diverse than it has been in the history of our nation. Global enterprise in southeastern Michigan is growing at over twice the rate of domestic business, and, as a consequence, both small businesses and large corporations interact globally on a daily basis—conducting trade, sharing information, and seeking new markets for products and services. Detroit in particular is the largest metropolitan area in the world on an international border and comprises the country's largest Foreign Trade Zone. For these reasons, understanding and acting with sensitivity toward individuals with diverse backgrounds and cultures is a key to both personal and organizational success.

I am especially gratified to see that the conference will provide a venue for Madonna University's students to present the results of their international research projects. Higher education plays a key role in preparing a professional workforce that can effectively engage with the challenges of the 21<sup>st</sup>-century global economy. The Information Age requires a new knowledge base, sets of skills, and habits of mind for individuals to utilize new technologies and benefit from the ever-increasing access to information. These new literacies must inform today's liberal arts education.

All of us at Madonna University wish you continued success on your good work of engaging so many sections of southeastern Michigan in dialogue about global business.

Sincerely yours,

  
Sister Rose Marie Kujawa, CSSF, Ph.D.  
President