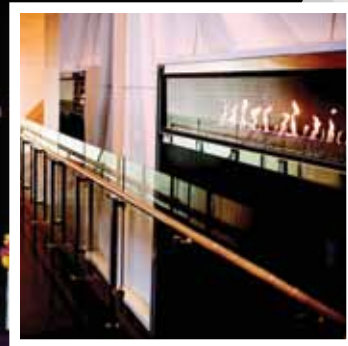




# 92ND ANNUAL CONVENTION & MEMBERSHIP MEETING

**FEBRUARY 4-5, 2014**

**GREEKTOWN CASINO & HOTEL  
DETROIT, MICHIGAN**



**FEATURING  
KEYNOTE  
SPEAKER  
LINDA DARR  
PRESIDENT &  
CEO, AMSA**

# WELCOME!

You are invited to the 92nd Convention and Annual Meeting for the Michigan Movers Association to be held February 4-5, 2014 at the Greektown Casino and Hotel in Detroit, Michigan. Join fellow movers, industry service providers and friends for a great educational and entertaining event. We will again feature a "Taste of Michigan" wine and beer sampling. Each exhibitor table will feature a Michigan wine or beer with hors d'oeuvres chosen by the house chef for attendee sampling.

## DO NOT MISS THIS OPPORTUNITY TO:

- NETWORK with exhibitors at the Table Top show and hear a brief presentation about their products and services Tuesday night
- COORDINATE efforts with the AMSA to protect and promote our industry on Capitol Hill
- LEARN from an expert on internal security and fraud about how to spot financial irregularities and implement checks and balances to safeguard your business.
- DINE with fellow movers and hear updates from the MPSC on our industry
- DISCUSS issues facing your business with fellow movers who share the same challenges
- ENJOY an evening relaxing with friends
- SAMPLE Michigan wines and beers at each exhibitor table.

## AGENDA

### TUESDAY, FEBRUARY 4

1:00 pm – 3:00 pm

MMA Board Meeting

3:30 pm – 5:30 pm

Understanding The Tariff

*A FREE session featuring the MPSC and MMA General Counsel, bring your questions*

3:00 pm – 7:30 pm

Self Serve Registration Open

3:00 pm – 5:00 pm

Exhibitor Set up

6:00 pm – 7:30 pm

Reception with Exhibitors featuring entertainment by "Empty Canvas"

7:30 pm - 8:30 pm

Annual Banquet & Introduction of Guests  
PAC 50/50 Raffle

8:30 pm – 9:00 pm

Exhibitor/Sponsor Presentations

### WEDNESDAY, FEBRUARY 5

8:00 am – 9:00 am

Self Serve Registration Open

8:00 am – 9:30 am

Breakfast with Exhibitors

9:00 am – 9:30 am

MMA Annual Meeting & Elections

9:30 am – 10:30 am

Keynote Speaker: Linda Darr, President & CEO, AMSA

10:30 am – 11:00 am

Coffee Break with Exhibitors

11:00 am – 12:00 pm

Detecting/Preventing Internal Fraud: How to "Audit" your Internal Security with Aaron Beam

12:00 pm – 1:30 pm

Lunch With the MPSC – Regulator News and Expectations

1:30 pm

Adjourn



# EDUCATION SESSIONS & SPEAKERS

## BONUS SESSION: FREE TO ALL MMA MEMBERS

Bring your marketing and office staff to this FREE open discussion session about the tariff. Learn how to comply with pricing guidelines and other components of this comprehensive industry “bible.” Bring your questions and get answers from the MPSC staff.

## LUNCH WITH THE MPSC: WHAT TO EXPECT FROM OUR REGULATOR

Join the leadership from the Motor Carrier Division of the MPSC for our annual update on regulatory issues affecting HHG movers. Director Dr. Nick Nwabueze, Auditor Cynthia Swix and others will be present to discuss current moving industry issues within the MPSC and respond to your questions about the tariff, on road enforcement and more.

## KEYNOTE SPEAKER: LINDA DARR AMERICAN MOVING & STORAGE ASSOCIATION



Linda Bauer Darr is President and CEO of the American Moving & Storage Association (AMSA), Executive Director of the Moving and Storage Institute, and Publisher of Direction magazine.

Linda was chosen to lead AMSA in April of 2007. Ms. Darr has almost 21 years of experience in transportation policy, association management and government relations. Her experience includes senior positions with the American Trucking Associations and the American Bus Association, as well as serving during the Clinton Administration at the U.S. Department of Transportation. As Deputy Assistant Secretary for Budget and Programs, she oversaw the development of a \$60 billion annual budget for the department and interacted regularly with senior officials in the Administration and at the White House and with members of Congress and their staff on a wide range of transportation policy matters.

Ms. Darr serves on the Board of the American Highway Users Alliance, the Eno Transportation Foundation's Advisory Board, the Industry Advisory Panel of the Employee Relocation Council, and was appointed to the U.S. Chamber of Commerce's Committee of 100 Top Association Executives. Ms. Darr graduated from the University of Maryland and has studied and taken courses at Salisbury State University, University of Virginia and Harvard Kennedy School of Government.

## DETECTING/PREVENTING INTERNAL FRAUD: HOW TO AUDIT YOUR INTERNAL SECURITY WITH AARON BEAM



Aaron Beam is a popular, highly regarded speaker at universities, healthcare companies, auditor meetings and conventions, securities training seminars and ethics institutes across the U.S. He has spoken to student audiences as a guest lecturer at many business schools (Univ. of Chicago, LSU, UAB, Penn State, Stanford, Arizona State, and over fifty other schools) over the past four years.

Mr. Beam was the first CFO at Healthsouth Corp., and as a co-founder witnessed first-hand the series of accounting, stock manipulation and leadership failures that led Healthsouth to the \$2B securities fraud scandal and ultimate prosecutions of Richard Scrushy. He relates to students and professionals the heights of success, followed by the unethical and illegal mistakes that led to his professional downfall. Serving three months in federal prison for his role in approving fraudulent quarterly numbers in 1996 and losing his CPA credentials, led Mr. Beam to his current speaking career; trying to make a positive difference by educating others about the pitfalls of unethical business practices. Through his Ethics First message he identifies early warning signs, influences and the bad choices he and others made at Healthsouth, allowing the audience to apply what they learn to their business practices and the organization's culture and environment.

FEB 5



# EXHIBITOR & SPONSORSHIP OPPORTUNITIES

Demonstrate your support for MMA through exhibit and sponsorship opportunities. We will recognize your company with on-site signage, a sponsor's name badge ribbon, company introduction at the annual meeting and a prominent listing in our next newsletter. Each exhibitor is invited to make a 3-5 minute presentation after dinner Tuesday night to introduce their company products. Great exposure! Select as many of the following activities as you wish. Priority will be given to sponsorship forms received with payment at our office. **You must be a MMA member or associate member to participate.** Associate Membership forms are available at [www.mimovers.com](http://www.mimovers.com).

COMPLETE  
THE FORM  
ON PAGE 6

## TABLE TOP EXHIBIT — \$300/TABLE

Gain Maximum visibility at the MMA's biggest event! Distribute information about your company and its products. **Each table top exhibit will be given a Michigan wine as well as a paired hors d'oeuvres to offer to attendees for sampling. In addition, each exhibitor is invited to make a 3-5 minute presentation after dinner Tuesday night to introduce their company products.** You may provide door prizes. All activities will be held in the exhibit hall to provide your company optimum exposure! Registration not included. Please refer to the Exhibitor Rules & Guidelines on the back of this page for more information. The Rules & Guidelines form must be signed and returned to MMA with your application.

## ANNUAL BANQUET — \$1250 OR \$700

There is no greater prestige than hosting our industry's annual banquet. The sponsor or cosponsors will each be recognized that night and may place company handouts at each table. Full Sponsor (\$1250) receives a free Table Top Exhibit and two free registrations. Cosponsors (\$700) each receive a free Table Top Exhibit and one free registration. Cosponsors must coordinate this action together and register simultaneously.

## GROUP BREAKFAST — \$800

Kick off the Wednesday morning business session and seminar by hosting our group breakfast. Place company handouts at each table. Receive a free Table Top Exhibit and two free registrations.

## REFRESHMENTS DURING GENERAL SESSION — \$400

Refreshments will be set up in the back of the meeting room during the general seminar session on Wednesday morning. We will offer soft drinks, coffee & tea.

## GROUP LUNCHEON — \$650

Our closing event for this year's convention will feature Dr. Nick Nwabueze and Cindy Swix from the Michigan Public Service Commission as guest speakers. Introduce our speakers, place company handouts at each table and receive a Table Top Exhibit and one free registration.

## FINANCIAL PARTNER — \$400

Unable to participate in any of the above activities but still want exposure for your company? Become a financial partner with MMA. Donate money to offset our general cost of promoting this event. Your company will be recognized at all group sessions.



# EXHIBITOR RULES & GUIDELINES

## MANAGEMENT AUTHORITY

These rules and guidelines have been developed for the purpose of providing a well-balanced, well-regulated exhibit hall. MMA and Eurich Management Services reserve the right in all emergencies, differences of opinion or complaints to make such rulings as, in their judgment, are in the best interests of the MMA and the success of this event. The exhibitor agrees to abide by all such rulings.

## APPLICATION FOR SPACE

Each company whose products or services will be displayed or promoted must be the company which applies for and occupies the exhibit table. Application for space must be made on the form provided. Payment in full must accompany application. Cancellations on or before January 24, 2014 subject to \$50 administrative fee. Cancellations after January 24, 2014 do not receive any refund. No-shows are not eligible for a refund. No part of the exhibit space may be sublet without the permission of MMA. No two companies may share an exhibit table.

## REGISTRATION & BADGES

All attendees and exhibitor company representatives must wear a name badge issued by MMA at all times during sessions, meal functions and exhibit hours. Exhibitors are responsible for persons wearing a badge as representing that exhibitor. Representatives from companies not exhibiting may register but may not conduct business of any type at any event during the convention. MMA may expel any individual violating this provision.

## BOOTH GUIDELINES (TABLETOPS)

All table top exhibits include a six-foot table and two chairs. Exhibitors will be placed around the perimeter of the room starting with the front entrance based on the date their application and payment are received. Exhibitors may not obstruct the vision to other booths by oversized displays, signs, etc. The sound level from any audio source is not to interfere with communication at other booths. Each table top will include a Michigan wine or beer with complimenting hors d'oeuvres for attendee sampling, on Tuesday evening.

## BOOTH SET-UP & BREAKDOWN

Exhibitors must set up their booth between the hours of 3:00-5:00 p.m. on Tuesday, February 4, 2014. Exhibit hours will be held between 6:00-9:00 p.m. on Tuesday, February 4, 2014 and from 8:00 a.m. till 12:00 p.m. on Wednesday, February 5, 2014. Booth breakdown will take place between the hours of 12:00 and 2:00 p.m. on Wednesday, February 5, 2014. No booths may be broken down before that time or priority space may be denied at future events.

## DECORATING & SHIPPING

Electricity, booth set up assistance and shipping should be handled directly with the Greektown Casino. Shipments should be received at the Hotel no earlier than January 31, 2014 and should be addressed:

GREEKTOWN CASINO & HOTEL  
MICHIGAN MOVERS ASSOCIATION  
555 E. LAFAYETTE BLVD.  
DETROIT, MI 48226

Please indicate on boxes/packages to HOLD FOR:

\_\_\_\_\_  
(EVENT NAME/CONTACT PERSON)

Also, indicate on boxes/packages the # out of # boxes. Example: 1 of 6 boxes.

Questions of the hotel can be answered at 313.223.2460.

Questions of MMA call 517.327.9207.

## HOLD HARMLESS/LIABILITY

Exhibitor assumes responsibility and liability for losses, damages and claims arising out of injury or damages to displays, equipment and other property brought on the Greektown Casino & Hotel premises, and agrees to indemnify the Greektown Casino & Hotel, MMA and Eurich Management Services, LLC from any and all such losses, damages and claims. In addition, each exhibitor is responsible for carrying current product and personal injury liability insurance. Exhibitor agrees that if MMA or Eurich Management Services, LLC should incur liability to said exhibitor for any act whatsoever, as determined by an appropriate court of law or any other binding decision making body, the damages to which the exhibitor will be entitled are limited to the amount of the exhibit fee paid by the exhibitor.

**I have read and understand the provisions of these rules and guidelines. I agree to abide by and be legally bound by this agreement as testified by the signature below.**

\_\_\_\_\_  
COMPANY

\_\_\_\_\_  
AUTHORIZED REPRESENTATIVE

\_\_\_\_\_  
DATE

# REGISTRATION FORM

**REGISTRATION MUST BE RECEIVED NO LATER THAN JANUARY 31st.** Cancellations prior to that date are subject to a \$25 administrative fee per registrant. No refunds after January 31, 2014. Substitutions are encouraged. **QUESTIONS?** Contact the MMA office at 517.327.9207 or at [donn@mimovers.org](mailto:donn@mimovers.org).

Yes, our company would like to Exhibit \$ \_\_\_\_\_

Yes, our company would like to sponsor the below event(s) \$ \_\_\_\_\_

I would like to donate a raffle prize to be given away at the MMA event. Raffle Prize Donation

Member \$109/person Number Attending \$ \_\_\_\_\_

Non-Member \$139/person Number Attending \$ \_\_\_\_\_

First Time Attendee\* Number Attending (Max 2) \$ FREE

Spouse/Guest \$89/person Number Attending \$ \_\_\_\_\_

Children Age 6-12 \$39/child Number Attending \$ \_\_\_\_\_

Children 5 & Under FREE Number Attending \$ FREE

Sponsor Qualifying for FREE Registration Number Attending \$ FREE

Bonus Session, Understanding the Tariff Number Attending \$ FREE

\* First Time Attendee is defined as an MMA member moving company which has never attended in the past, not the individual him/herself.

**TOTAL \$** \_\_\_\_\_

Name \_\_\_\_\_

Spouse/Guest Name \_\_\_\_\_

Additional Attendee Names \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

## PAYMENT INFORMATION

Check payable to MMA  VISA  MasterCard

Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_

Name on Card \_\_\_\_\_ CW2 \_\_\_\_\_

Signature \_\_\_\_\_

**SEND THIS FORM WITH PAYMENT TO:**

**MMA | 3225 W. ST. JOSEPH | LANSING, MI 48917 | FAX: 517.321.0495**

# ACCOMMODATIONS



## GREEKTOWN CASINO & HOTEL

555 E. Lafayette Street  
Detroit, Michigan  
[www.greektowncasino.com](http://www.greektowncasino.com)

A group rate is available through Greektown Casino & Hotel at the rate of \$129 plus tax, per night for a single. Reservations can be made by calling 877.424.5554. Mention the MMA Convention to receive the discounted rate.

Please note all rooms must be booked by January 10, 2014 to ensure availability and price.

