

**90TH ANNUAL
CONVENTION &
MEMBERSHIP MEETING**

FEBRUARY 1-2, 2012

**SOARING EAGLE CASINO & RESORT
MOUNT PLEASANT, MICHIGAN**



YOU ARE INVITED...

to the 90th Convention and Annual Meeting for the Michigan Movers Association to be held on February 1-2, 2012 at the Soaring Eagle Casino & Resort in Mount Pleasant, Michigan. Join your fellow movers, industry service providers and friends for a great educational and entertaining event. This year, again, we will be featuring a "Taste of Michigan" wine and beer sampling. Each exhibitor table will feature a Michigan wine or beer with a hors d'oeuvres chosen by the house chef, for attendee sampling.

MMA MEMBER, DO NOT MISS THIS OPPORTUNITY TO:

- NETWORK with vendors at the Table Top show
- LEARN how to lead effectively while watching profits increase
- DISCUSS issues facing moving industry today
- ENJOY an evening with friends
- SAMPLE Michigan wines and beers at exhibitor tables

BRING THE WHOLE FAMILY! Soaring Eagle Resort has a variety of options to keep everyone happy from the Soaring Eagle Spa to Cyber Quest, a state-of-the-art entertainment center sure to keep the kids busy for hours.

AGENDA

FEBRUARY 1, 2012

2:00 pm – 5:00 pm
Registration

2:00 pm – 5:00 pm
Exhibitor Set-Up

3:00 pm – 5:00 pm
Board Meeting

5:30 pm – 7:00 pm
Michigan Wine and Beer Tasting
Reception in
Exhibit Room

7:00 pm – 8:30 pm
Banquet in Exhibit Room

FEBRUARY 2, 2012

8:00 am – 12:00 pm
Exhibits Open

8:00 am – 8:30 am
Registration in Lobby
Breakfast with Exhibitors

8:00 am – 8:30 am
Annual Meeting & Elections

8:30 am – 9:15 am
Grading Government: A Review of the
New Administration and Legislative
Accomplishments
*Rich Studley, Michigan Chamber
of Commerce*

9:15 am – 9:30 am
Break with Exhibitors

9:30 am – 10:45 am

Effective Negotiating: How to Get the
Best Deal for Everyone!
*Michael J. Suman, Professional Speaker
and Consultant*

10:45 am – 11:00 am
Break with Exhibitors

11:00 am – 12:00 pm
Best Practices in Social Media from a
Labor Perspective
*Michael R. Blum, Foster, Swift, Collins &
Smith, P.C.*

12:00 pm – 1:00 pm
Lunch with the MPSC

1:00 pm – 1:30 pm
Update on Regulatory Issues
Daniel Blair & Cynthia Swix

1:30 pm
Adjournment

LODGING INFORMATION Please refer to the enclosed form for lodging information. Hotel reservations must be made via this form or through the Soaring Eagle Casino & Resort at www.soaringeaglecasino.com. Click on ONLINE RESERVATIONS and use the group code: 9963X8. PHONE RESERVATIONS WILL NOT BE ACCEPTED. Please note that all rooms must be booked by January 10, 2012 to ensure availability and price.

EDUCATION SESSIONS & SPEAKERS

GRADING GOVERNMENT: A REVIEW OF THE NEW ADMINISTRATION AND LEGISLATIVE ACCOMPLISHMENTS

The new administration has been in place for over a year. Are things getting better? What is the future outlook for Michigan businesses? Will the legislature grant some relief to businesses regarding taxes, unemployment, workers comp costs and investment and hiring incentives? Hear what the Michigan Chamber is doing to make our state a better place to conduct business.

Rich Studley, President & CEO
Michigan Chamber of Commerce

As Chief Executive Officer of the Michigan Chamber, Rich is responsible for the planning, organizing and directing of all Chamber programs including legislative and political action. He is a registered lobbyist and serves as the Chamber's chief spokesperson on a wide range of subjects including transportation, travel and tourism and telecommunications.

EFFECTIVE NEGOTIATING: HOW TO GET THE BEST DEAL FOR EVERYONE!

When you hear the word "negotiate" do you immediately think of price? Numerous elements enter into a negotiation session, and price is only one component. Learn how to analyze the negotiating environment you are in and use that knowledge to be more a more effective negotiator. You will discover you have multiple resources available to you to negotiate the best deal for both parties and keep the customer coming back!

Michael J. Suman
Professional Speaker and Consultant

Mike is a former business owner and has extensive experience in the automotive industry as well as experience designing and marketing new ideas and products he invented. He is a writer and speaker and has expertise in many areas including how to effectively negotiate. His storytelling style will teach and entertain you!

BEST PRACTICES IN SOCIAL MEDIA FROM A LABOR PERSPECTIVE

There was a time when employees met outside of work or at the water cooler to discuss work-related problems, and the possibility of unionizing. Today, the water cooler has been replaced by social media as the gathering place for employees to meet and discuss issues of the day. Included in employee discussions are "hot topic" work issues, many of which employees may want to insulate from management surveillance. But what

rights exist for management to monitor and, where appropriate, take corrective steps concerning employee communications that it considers to be in-subordinate, disrespectful, disparaging, or otherwise harmful to the company's reputation or its union-free status? In this program, you will learn:

- Why the NLRB protects non-union as well as unionized employees.
- What protected, concerted activity is, and how management can legally respond to it.
- Whether companies can limit employee use of its computer equipment, including email systems, to work-related purposes.
- Whether an employer can restrict employee access at work to social networks such as Facebook, Twitter, and MySpace.
- Whether employers can prohibit employee communications at work with outside union organizers.
- New developments and breaking news from the NLRB, courts and Congress with respect to these and related issues.

Michael R. Blum, Shareholder
Foster, Swift, Collins & Smith, P.C.

Blum is a leading labor attorney with extensive experience in all aspects of employment and labor law. He has been involved in numerous sectors in his practice area including counseling and representation of employers in labor and employment relations matters and litigation of claims in federal and state courts, negotiation of collective bargaining agreements, grievance processing, and union campaigns.

Mike has written for several national publications including authoring a chapter in *Complying with Employment Regulations*, published by Aspatore Books, a Thompson Reuters business, and the American Society of Employers, and has also authored articles the *Labor and Employment Lawnotes*, a publication of the Labor and Employment Law Section of the State Bar of Michigan.

He earned his undergraduate degree, with high honors, at Michigan State University in the field of Personnel Administration, with an emphasis in labor and industrial relations; and attended law school at Wayne State University where he graduated cum laude.

LUNCH WITH THE MPSC: UPDATE ON REGULATORY ISSUES

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

**THURS
DAY
FEB 2**

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 banquet and a prominent listing in our next newsletter. 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.

COMPLETE
THE FORM
ON PAGE 6

TABLE TOP EXHIBIT — \$250/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'oeuvre to offer to attendees for sampling.** 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 given 5 minutes after dinner to speak to the membership about their company and products. Place company handouts at each table. Full Sponsor (\$1250) receives a free Table Top Exhibit and two free registrations. Co-sponsors (\$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 Thursday 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 Thursday morning. We will offer soft drinks, coffee & tea.

GROUP LUNCHEON — \$650

Our closing event for this year's convention will feature Daniel Blair 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.

GAMING SPONSORSHIP — \$1000

Sponsor after dinner gaming for \$1000. This sponsorship will allow each attendee to have \$10 for their gaming pleasure. Sponsorship includes a free Table Top Exhibit and two free registrations.

PREFER AN ELECTRONIC VERSION
TO DOWNLOAD LATER?
VISIT WWW.MIMOVERS.ORG.



EXHIBITOR RULES & GUIDELINES

MANAGEMENT AUTHORITY

These rules and guidelines have been developed for the purpose of providing a well-balanced, wellregulated 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 20, 2012 subject to \$50 administrative fee. Cancellations after January 20, 2012 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'oeuvre for attendee sampling, on Wednesday evening.

BOOTH SET-UP & BREAKDOWN

Exhibitors must set up their booth between the hours of 2:00-5:00 p.m. on Wednesday, February 1, 2012. Exhibit hours will be held between 5:30-9:00 p.m. on Wednesday, February 1, 2012 and from 8:00 a.m. till 12:00 p.m. on Thursday, February 2, 2012. Booth breakdown will take place between the hours of 12:00

and 3:00 p.m. on Thursday, February 2, 2012. 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 Soaring Eagle Casino & Resort. Shipments should be received at the Hotel no earlier than Tuesday, January 31, 2012 and should be addressed:

SOARING EAGLE CASINO & RESORT
HOTEL LOADING DOCK C
MICHIGAN MOVERS ASSOCIATION
6800 SOARING EAGLE BLVD
MT. PLEASANT, MI 48858

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 989.775.5393.
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 Soaring Eagle Casino & Resort premises, and agrees to indemnify the Soaring Eagle Casino & Resort, 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

SPONSOR/EXHIBITOR FORM

QUESTIONS? CONTACT THE MMA OFFICE AT 517.327.9207 OR AT DONNE@EURICH.COM

Yes, our company would like to Exhibit

Yes, our company would like to sponsor the following event(s) _____

Company Name _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

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

PAYMENT INFORMATION

I have enclosed a check payable to MMA in the amount of \$ _____

Please charge my card for the amount of \$ _____

VISA

MasterCard

Card Number _____

Exp Date _____ CV2 _____

(security code from back of card)

Name on Card _____

Signature _____

SEND THIS FORM WITH PAYMENT TO:

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

REGISTRATION FORM

REGISTRATION MUST BE RECEIVED NO LATER THAN JANUARY 27th. Cancellations prior to that date are subject to a \$25 administrative fee per registrant. No refunds after January 27, 2012. Substitutions are encouraged. **QUESTIONS?** Contact the MMA office at 517.327.9207 or at DonnE@eurich.com

- | | | |
|---|------------------------|----------------|
| <input type="checkbox"/> Member \$109/person | Number Attending _____ | \$ _____ |
| <input type="checkbox"/> Non-Member \$139/person | Number Attending _____ | \$ _____ |
| <input type="checkbox"/> Spouse/Guest \$89/person | Number Attending _____ | \$ _____ |
| <input type="checkbox"/> Children Age 6-12 \$39/child | Number Attending _____ | \$ _____ |
| <input type="checkbox"/> Children 5 & Under FREE | Number Attending _____ | \$ <u>FREE</u> |
| <input type="checkbox"/> Sponsor Qualifying for FREE Registration | Number Attending _____ | \$ <u>FREE</u> |

TOTAL \$ _____

Name _____

Spouse/Guest Name _____

Additional Attendee Names _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

PAYMENT INFORMATION

I have enclosed a check payable to MMA in the amount of \$ _____

Please charge my card for the amount of \$ _____ VISA MasterCard

Card Number _____

Exp Date _____ CW2 _____

(security code from back of card)

Name on Card _____

Signature _____

SEND THIS FORM WITH PAYMENT TO:

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



3225 West St. Joseph
Lansing, MI 48917
www.mimovers.org

OPEN IMMEDIATELY FOR MMA ANNUAL CONVENTION INFORMATION

DIRECTIONS

SOARING EAGLE CASINO & RESORT

6800 SOARING EAGLE BOULEVARD | MOUNT PLEASANT, MI 48858
PHONE 1.888.7EAGLE7

FROM DETROIT: Take I-75 N to exit 162B (US-10 WEST). Follow US-10 West to the M-20/US-10 BUS exit toward Downtown Midland. Continue on US-10-BUS West to M-20 WEST. Continue on M-20 WEST for approximately 25 miles. Turn Left onto Leaton Rd. Casino will be on the right hand side.

FROM LANSING: Take US-127 North Towards Clare. Continue on for approximately 66 miles to the M-20/Big Rapids/Midland Exit. Head east on M-20 (Pickard Rd.) to Leaton Rd. Turn right onto Leaton Rd. Casino will be on the right hand side.

FROM GRAND RAPIDS: Take US-131 North toward Cadillac. Take exit 120/M-46 East toward Saginaw. Turn right onto M-46. Continue on for approximately 17 miles and take a left onto M-66. Continue on for approximately 9 miles and turn right onto 9 Mile Rd. (M-20). Take M-20 for approximately 16 miles and turn left onto US-127 BUS. Take US-127 BUS to Pickard Road and take a right. Continue on Pickard Rd. to Leaton Rd. Take a right onto Leaton Rd. Casino will be on the right hand side.

FROM NORTH: Take US-127 South to the M-20 Midland/Big Rapids exit. Take M-20 East to Leaton Rd. Turn Right onto Leaton Rd. Casino will be on the right hand side.

QUESTIONS? Contact the MMA office at 517.327.9207 or at DonnE@eurich.com.

