

**MSA Summer Meeting**  
**Soaring Eagle Casino/Resort Hotel**  
**Mt. Pleasant, MI**  
**June 6-7, 2019**

Click [here](#) for the MSA Summer Meeting Registration Form.

The MSA Summer Meeting will be held at the Soaring Eagle Casino & Resort, Mt. Pleasant, Michigan. It is near the Chippewa River in the middle of the Native American Ojibwa area that is well-known for a variety of outdoor activities and sightseeing. Soaring Eagle is about an hour north of Lansing.

The two-day program features time for both education and networking with other sign industry professionals. On Thursday the schedule includes a morning MSA Board meeting (open to all), a golf scramble at the PohlCat Golf Course, and a reception and banquet. Friday morning begins with breakfast and an update on what MSA is doing for you and your company.

## **Seminars**

***Back to the Future: Selling Signs Today & Tomorrow*** will be Friday morning. You will learn the 8 ways that will forever change the way Marketing, Sales and Client Engagement will occur with your customers. Speaker Jim Ryerson, Sales Octane, will share the research behind each wave and what each of us must do in our sign business to ride the waves of change.

Attendees will gain a very clear road map of the 6 daily sales activities everyone must take to increase sign sales and ride the waves of change. These include Social Selling, Qualifying, Referrals, Prospecting, Personal/Company Brand Management, and Relationship Management.

Jim will equip you with 5 key techniques to generate business in the new world order and show you how to move a prospect to a customer to a client to a lifetime of referrals.

In the Working Lunch session on Friday afternoon, Officer Chris Biane will present ***Workplace Safety, Active Shooter, & Property Safety***. You will learn: 3 crucial strategies to follow in an active shooter event, Challenges that calling 911 may pose, Measures to prevent family violence from spilling over into the workplace, Who is the first line of defense in an organization, How to make doors and windows more burglar-resistant, Strategies to reduce property theft and to prevent burglary and theft of motor vehicles, and more.

## **Golf Scramble**

The Pohlcat Golf Course, designed by Dan Pohl, PGA Touring Pro and Mt. Pleasant native, “has impeccable greens and fairways that are framed by the scenery that helps make Michigan golf so memorable. A combination of woods, rolling natural grass, water, and wetlands creates the surroundings for a truly remarkable golf experience.” The outing includes a boxed lunch and prizes. The scramble begins at 11:30 am, Thursday, June 6.

## Schedule of Events

Thursday, June 6	
8:00 am	MSA Board Meeting (open to all attendees)
11:30 am	Golf Scramble – PohlCat Golf Course
6:00 pm	Reception & Banquet
Friday, June 7	
7:30 am	Breakfast, MSA Meeting
8:45 am	Seminar: <b><i>Back to the Future: Selling Signs Today &amp; Tomorrow</i></b> Jim Ryerson, Sales Octane
11:45 am	Working Lunch: <b><i>Workplace Safety, Active Shooter &amp; Property Safety</i></b> Officer Chris Bianez
2:30 pm	Meeting Concludes

## Area Attractions

There are plenty of fun things to do during your visit to the Mt. Pleasant area. About an hour away is historic Frankenmuth in "Michigan's Little Bavaria," [www.frankenmuth.org](http://www.frankenmuth.org), shopping at Bronner's Christmas Wonderland, [www.bronners.com](http://www.bronners.com), and visiting the German Beer Gardens. To plan your trip to the Mt. Pleasant area, go to [www.mountpleasantwow.com](http://www.mountpleasantwow.com).

## Hotel Reservations

Soaring Eagle Casino & Resort features all the traditional amenities including the Siniikaung Steak & Chop House, Isabella's Italian Cuisine, Legend's Diner, Aurora Buffet, Central Deli, SLICE, Little Eagle Cafe, Native Grind, and Water Lily Lounge.

The hotel has indoor and outdoor whirlpools, swimming, health spa, exercise center, and a full-service salon. Rooms feature a mini-fridge. Options include a Jacuzzi, a patio, or a balcony. The 24-hour, 210,000-sq. ft. casino has a wide variety of table games, 1,000s of the latest slots, including progressives, a poker room, and bingo. For more

information, go to [www.soaringeagle.com](http://www.soaringeagle.com).

Rooms are available at \$125, plus Tribal tax and resort fees. Call 877-232-4532 and use Code MSA060519 to reserve your room. To make reservations online, click [here](#). Choose Book Now. Enter your dates of stay. Click Search. Click the arrow beside Promo Code. Change it to Group Code. At Enter Code, type **MSA060519**. Click Apply. Click Sort By. Click Price (Lowest to Highest). Click Book Now beside the MSA rate of \$125. Or just call the hotel reservation number 877-232-4532.

Soaring Eagle Casino & Resort is located at 6800 Soaring Eagle Blvd., Mt. Pleasant, MI 48858. The MSA room block will be released **Wednesday, May 22**.

## Meeting Registration Fees

	Early Registration (By 5-22-19)	Late Registration (After 5-22-19)
<b>Full Meeting</b> All meals & seminars June 6-7	\$279	\$314
<b>Golf Scramble</b> Thursday 11:30 am	\$75	
<b>Reception &amp; Banquet</b> Thursday 6:00 pm	\$93	\$107
<b>Breakfast &amp; MSA Meeting</b> Friday 7:30 am	\$28	\$38
<b><i>Back to the Future: Selling Signs Today &amp; Tomorrow; Workplace Safety, Active Shooter, &amp; Property Safety</i></b> 8:45 am & 11:45 pm	\$177	\$197
<b>Meeting Sponsorships</b>	See below	

## How to Register

Complete the registration form, and mail it with your check to: MSA, 4128 Woodsly Dr., Batavia, OH 45103. Make your check payable to MSA. Registrations must be received by MSA **no later than May 22** to qualify for the early registration fee. For registration questions or if you have dietary restrictions or need special assistance in order to participate in the MSA Meeting, contact the MSA office.

## Sponsorship Opportunities

Sponsorships are available for the MSA Meeting with a variety of benefits depending on the level of promotion your company wishes. MSA appreciates the Sponsorships provided by our product manufacturer and sign supply distributor members. Your Sponsorships help defray the costs of the MSA meeting and allow MSA to keep

registration fees low for the sign company attendees.

Due to space limitations, **only five** Platinum Sponsorships are available. The Platinum Sponsor Exhibit Tables will be available during the Thursday Reception and Banquet (not on Friday). Sponsorships must be received by MSA **no later than May 22** in order for printed materials and signage to be prepared for the meeting.

MSA Summer Meeting Sponsorships	Platinum	Gold	Silver	Bronze
	\$1,025	\$725	\$425	\$250
Showcard recognition at all events	X	X	X	X
Verbal recognition at two events	X	X	X	X
Printed program recognition	X	X	X	X
Sponsor ribbons on name badges	X	X	X	X
Email to members recognition	X	X	X	X
Newsletter recognition	X	X	X	X
Golf hole sponsorship	X	X	X	X
Complimentary reception & banquet registration	X	X	X	
Complimentary golf round	X	X	X	
Complimentary meeting registration	X	X		
Two minutes promo speaking during meeting	X	X		
Exhibit table with 110 power - Limit: first 5 companies paid	X			

We look forward to seeing you at the MSA Summer Meeting at the Soaring Eagle Casino/Resort Hotel, Mt. Pleasant, MI, June 6-7.

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