

MSA Winter Meeting

Renaissance Hotel

Toledo, Ohio

February 27-28, 2020

The MSA Winter Meeting will be held February 27-28 at the Renaissance Hotel, downtown Toledo, Ohio. The two-day program features time for both education and networking with other sign industry professionals.

On Thursday afternoon there is an MSA Board meeting (open to all) and a reception and banquet. Friday morning begins with breakfast and the MSA Meeting. The schedule continues with a seminar providing key information on **how to provide accountable leadership while helping your employees buy in to your vision for your company**. The luncheon seminar covers **financial trends and expectations for the year ahead as you strategize on how to grow and expand your business and your family's financial future**.

Seminars

Leadership Accountability: Creating Trust in an Organization will be presented Friday morning by Kent Myers, VISION Companies. We live in a day where the term "leadership" has become complex, often inflated to a status that few of us feel worthy of. If you asked 100 people to define leadership more than likely you would get 100 different answers and many of them would be absolutely correct given the person's context. For this session we will define leadership simply, not about position, power or authority, but about character. We will talk about ***Everyday Leadership***.

As we look through the lenses of being an Everyday Leader we will examine two topics: accountability and trust. These two topics are tied very closely together.

Trust is a common theme that permeates all of our lives both personally and professionally. Trust has a direct impact on our happiness, our relationships and our performance and results. From this session, you will be able to:

- Describe what Trust is and what it isn't. We will understand the difference between Trust and Confidence and how we as Everyday Leaders react to both scenarios.
- Describe the correlation between trust and great teams.
- Identify the EVERYDAY actions that create and erode trust in our teams.
- Describe next steps in creating a culture of trust creating impactful results.

Accountability is a subject that impacts us every day. We will focus on how we deal with gaps between expectations and actual performance (reactive accountability), but also how we as leaders set great expectations, equip people and care about them to avoid these gaps from being created (proactive accountability).

In the Working Lunch session on Friday afternoon, Catherine Putney, ITR Economics, will present ***The Road Ahead: An Economic Forecast for the Future***. Leading indicators, tariffs, taxes, consumer trends, interest rates, construction, employment, and more are giving ample insight into the future. ITR Economics knows that the next two years will not be a repeat of the previous two years. Understanding where each segment of the economy is positioned will help give insight to individuals and businesses in order to allow them to come out ahead of their competitors.

The presentation from ITR Economics will discuss a spectrum of economic topics in addition to the sectors already mentioned, including vertical market trends. Attendees will receive accurate economic information, along with economic tools to get and keep the upper hand in the future.

Schedule of Events

Thursday, February 27	
2:00 pm	MSA Board Meeting (open to all attendees)
6:00 pm	Reception & Banquet
Friday, February 28	
7:30 am	Breakfast, MSA Meeting
8:45 am	Seminar: <i>Leadership Accountability: Creating Trust in an Organization</i> Kent Myers, VISION
11:45 am	Working Lunch: <i>The Road Ahead: An Economic Forecast for the Future</i> Catherine Putney, ITR Economics
2:30 pm	Meeting Concludes

Area Attractions

The MSA meeting is in downtown Toledo at the crossroads of I-75 and the Ohio Turnpike. The meeting offers the perfect opportunity to enjoy the weekend in downtown Toledo.

Visit the nearby Hollywood Casino with over 2,000 slot machines and table game positions. Go to: www.hollywoodcasinotoledo.com.

Visit the National Museum of the Great Lakes, Toledo's newest attraction. The museum "reveals the haunting and fascinating history of the Great Lakes, which make up 84% of the fresh surface water in North America." The museum has over 40 hands-on exhibits and over 250 original Great Lakes artifacts. Get more information at: www.inlandseas.org.

Or stop in at Tony Packo's Café, made famous by actor Jamie Farr of M*A*S*H* fame: www.tonypackos.com.

Information about the Toledo Museum of Art is available at: www.toledomuseum.org.

Hotel Reservations

The downtown Toledo Renaissance Hotel, Toledo, Ohio, features all the traditional amenities including Brim House Restaurant and The Heights rooftop lounge with a 360-degree view of the city and the riverfront location.

Rooms are available at \$139, plus tax. To reserve your room at the Renaissance, go to <https://www.marriott.com/event-reservations/reservation-link.mi?id=1558640952105&key=GRP&app=resvlink>, or call 888-236-2427 (local 419-244-2444).

The MSA room block will be released **Wednesday, February 5**. The Renaissance is at 444 N. Summit, Toledo, OH 43604. Valet parking is available at \$22 per day.

Meeting Registration Fees

	Early Registration (By 2-12-20)	Late Registration (After 2-12-20)
Full Meeting All meals & seminars February 27-28	\$279	\$314
Reception & Banquet Thursday 6:00 pm	\$93	\$107
Breakfast & MSA Meeting Friday 7:30 am	\$28	\$38
Leadership Accountability: Creating Trust in an Organization Seminar & Working Lunch: The Road Ahead: An Economic Forecast for the Future 8:45 am & 11:45 pm	\$177	\$197
Meeting Sponsorships	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 February 12** 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 February 12** in order for printed materials and signage to be prepared for the meeting.

MSA 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
Complimentary reception & banquet registration	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 Winter Meeting at the Renaissance Hotel, Toledo, Ohio, February 27-28.

If you have questions, dietary restrictions, or special needs, please contact the MSA office.