

2010 – 2011 COUNCIL AWARD OF EXCELLENCE APPLICATION  
MICHIGAN REGIONAL COUNCIL

The council and its chapters continue to work on retaining members and growing the chapters including attendance at all events. Michigan Council had three major goals for this past year. The primary goal was to support our chapters' board members and assist the chapters with educational opportunities and membership growth to continue strong and viable chapters in our area. A second goal of the Council was to promote the CMA and IMA to corporations and universities in our area. Our third goal was to continue the success and momentum of our Fall Conference. We provide 8 hours of CPE including 2 hours of ethics, and the event continues to grow in popularity.

**Member Chapters:**

- Michigan Council is working with our chapters to ensure that they will have the leadership to continue the retention and growth of its members and the growth of the chapters. The Council provided a Chapter Leadership seminar for all of our chapters from experienced Council officers and directors. During these seminars, we partnered with the Chapters to determine the best practices to provide educational seminars and attract the additional members to the IMA and promoted the CMA in our discussion.
- Continuing to provide significant revenue-sharing from our fall conference to each chapter, based on their members' attendance. This revenue sharing has allowed the chapters to receive a significant contribution from the Council to support the Chapters' objectives.
- The Michigan Council supports its chapters by attending and promoting chapter events. We send email blasts to Michigan members and neighboring states, list chapter events on our website, and promote the events within the newsletter.

**Students and Student Chapters:**

- Michigan Council held IMA/CMA presentations at five universities during the year; Cleary University, Michigan State University, Eastern Michigan University, University of Michigan-Dearborn, and Walsh College. The Michigan Council board members attended and sponsored these events.
- Michigan Council is also working with the Detroit Chapter to reestablish a student chapter at Wayne State University and created a new student chapter at the University of Michigan-Dearborn.
- The Council provided a speaker for the Detroit Chapter's student night
- A new student chapter was established at Grand Valley State University

**Educational Opportunities**

- The Council held our ninth Annual Fall Conference, in Lansing Michigan. 170 participants attended the conference and earned 8 hours of CPEs, with two hours of Ethics. All eight Michigan Council chapters were represented. Attendees included a contingent of students from St. Clair College in Windsor, Ontario, Canada. This is the third year that students from this college attended our Fall Conference. The Conference continues to grow in attendance. Each year we invite a distinguished IMA leader, as this year, Dr. Brian McGuire was our luncheon speaker.
- The council sponsored eight students, four from Michigan State University and four from Eastern Michigan University to the annual student conference in California. The students presented a slide show and addressed the council on their experience at the conference.
- Board Members of the Michigan Council met with Stryker, Chrysler and Amway to discuss the IMA and the CMA.

**Michigan Councils Additional Roles**

- Michigan Council continued to assist our chapters with training and development and with updating of their web sites.
- The Council provided leadership to the IMA Global Board, committees, and SCMS Society.