

Wednesday, May 22, 2019
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Leadership Summit



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May 22, 2019

**Re: A Message from Tedi R. Parsons, President, The Professionals Forum
Welcome to the 2019 Administrative Professionals Leadership Summit**

Dear Summit Attendee:

First and foremost, I want to personally **Thank You** for taking time out of your busy schedule to join us today at the 2019 Administrative Professionals Leadership Summit ('The Summit'). I am grateful you chose to be part of the Summit and I look forward to celebrating with you, the amazing and dedicated professional who makes it all happen.

This year we are *Breaking Through to Excellence* and I encourage you to step outside of your comfort zone, take it all in and open yourself up to new ideas and experiences. We have a great line-up of presenters who will educate, encourage and empower you to become the very best at what you do and I hope you will walk away with a greater sense of purpose and pride while networking and meeting some new friends.

Being in the administrative/executive support field is not an easy job, but today I want to empower you to continue towards achieving your personal and professional goals. By being part of the 2019 Summit, you are making an investment in your future and professional development and we will celebrate our place in the world together.

Thank you again for being here today and wishing you a most amazing day!

Warmest regards,

A handwritten signature in blue ink that reads "Tedi R. P." followed by a long, horizontal flourish.

Tedi R. Parsons, CCC, CEC, CPC
President
The Professionals Forum LLC

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2019 ADMINISTRATIVE
PROFESSIONALS
LEADERSHIP SUMMIT

Schedule of Events

- 9:00 AM Summit Welcome Message – Ashlee Willis, Michigan Premiere Events
- 9:05 AM Icebreaker – Getting to Know You
- 9:25 AM Program Overview: Setting the Stage
Tedi Parsons, The Professionals Forum
- 9:45 AM Welcome Morning Keynote Address: Ron Zeiter, Robert Half
Keynote Address: Bernadette Johnson – *Own Your Success*
- 10:30 AM Morning Break – Refresh
- 10:45 AM Table Exercise – Conducted by Bernadette Johnson
- 11:10 AM Report Out & Open Discussion
- 11:30 AM Setting the Foundation for Success—Begins with YOU!
Tedi Parsons, The Professionals Forum
- Noon Lunch & Networking
- 1:00 PM ‘E’ Stands for Excellence: It Starts with YOU!
Cindy Whittum, Davenport University
- 1:45 PM Creating a Winning Team: Five Generations in the Workplace
Dr. Tonya Fountain, Fountain of Solutions
- 2:20 PM Afternoon Break – Refresh
- 2:35 PM Table Exercise & Discussion – Change, Challenge, Opportunity
- 3:00 PM VIP Guest Speaker: Mark S. McDaniel, Cinnaire
Creating Connections, Building Bridges Together
- 3:40 PM Open Forum – Let’s Talk!
- 3:50 PM Closing Remarks - Tedi Parsons, The Professionals Forum
- 4:00 PM Adjournment

“When you have confidence, you can have a lot of fun. And when you have fun, you can do amazing things.” ~ Joe Namath

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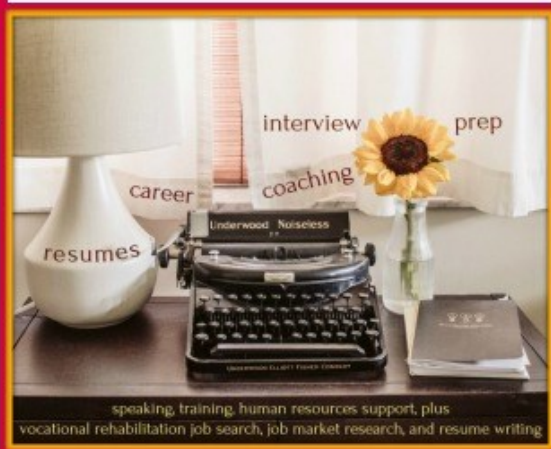
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2019 Summit Keynote Speaker



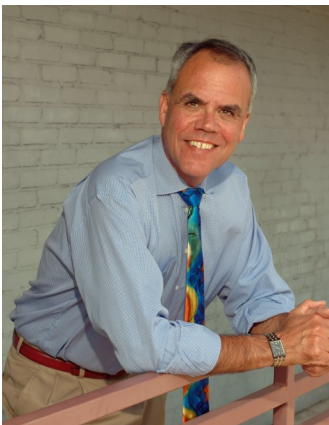
Bernadette Johnson

Leadership Consultant & Author

Bernadette Johnson is a nationally/internationally recognized Leadership Consultant and Collaboration Strategist, who partners with businesses to increase their Return on Leadership. She brings over three decades of experience in the leadership/organizational development fields, serving

numerous industries, her multi-disciplined background creates fertile ground for developing greatness in organizations and their leadership to anchor transition, stimulate innovation and to be a catalyst for sustainable results. Bernadette is also the creator of Inspired Middle Leaders Initiative, (a development program specifically for Middle Leaders), founder of the LinkedIn group: LEADing from the MIDDLE and the author of *Waves of Influence: Your Expanded Guide and Insight to Your Highest Self* and the soon to be released, *The Practice of Inspiring, Engaging and Influencing: A Guide for Those Leading from the Middle*. Learn more at Bernadette at: www.bernadettejohnson.com.

2019 Summit VIP Guest Speaker



Mark S. McDaniel

President & CEO, Cinnaire

Mark S. McDaniel is President and CEO of Cinnaire (formerly Great Lakes Capital Fund), a Community Development Finance Institution with offices in Lansing, Detroit, Indiana, Wisconsin, Illinois, and Delaware. Mark received his B.S. in Urban Planning from Michigan State University in 1977 .

He has over 30 years of experience in the areas of affordable housing, community development, urban planning and market research. In Mark's professional career he also formerly served as Vice President and President of a major development company in Michigan, and as Director of Development for another statewide nonprofit housing corporation. Learn more about Mark and all the great work he and his team do everyday at: www.cinnaire.com.

2018 Summit Presenters



Tedi R. Parsons, CCC, CEC, CPC

President, The Professionals Forum, LLC

Tedi Parsons created The Professionals Forum (TPF) in 2011, bringing a strong background in human resources, operations, facilities management, training and development, and a passion for social justice. The Professionals Forum's Mission is to Help Today's Professionals Become Tomorrow's World-Leaders. Tedi Leads with an open-heart and is dedicated to ensuring others have equal access to success.

As President of The Professionals Forum, Tedi is responsible for the strategic vision and day-to-day operations of the organization, including creating and implementing high-quality and effective training and professional development programs, which are used to educate, encourage and empower others. Since 2012, over 3,750 individuals have took part in TPF's professional diversity education and training programs.



Dr. Tonya Fountain

Co-Owner & CEO, Fountain of Solutions, LLC

Fountain of Solutions is an organization dedicated to providing organizational and human resource services to organizations large and small. The solutions include strategic planning, operations management and development, human resources consultation, organization and employee assessment, strategic marketing planning and implementation, and various training and development options.

Additionally, Dr. Fountain serves as Special Appointment Instructor for Cornerstone University's Professional and Graduate Studies Division (PGS), and has recently helped develop and teaches courses for the Doctor of Education in Organizational Leadership and Development program at PGS. She is also an adjunct instructor for Northwood University.



Cindy Whittum

Sr. Career Coach, Davenport University

Cindy Whittum currently serves as the Senior Career Coach at Davenport University's Lansing campus. Additionally, she serves as TPF's Sr. Consultant for Professional Development. Throughout her 20 plus years in career and workforce development, Cindy has worked hard to be a catalyst for connections between job seekers and employers in every industry sector. She is the ultimate professional who serves others and her community proudly. Cindy proudly serves on the Michigan Diversity Education Center (MiDEC) Board of Directors.



The Three (3) Things I want to Walk Away with Today - **My Action Plan**

As we work towards meeting our personal and professional goals, please write down three (3) things you hope to gain from today's Summit and/or want to walk away with. *What do you need to meet both your personal and professional goals?*

1. _____

Date I hope to Accomplish this by: _____

2. _____

Date I hope to Accomplish this by: _____

3. _____

Date I hope to Accomplish this by: _____

NOTES:



Three (3) People I met Today 'My Networking Circle'

CONTACT 1

Name: _____

Title: _____

Organization: _____

Phone: (_____) _____ Cellular: (_____) _____

Email: _____

CONTACT 2

Name: _____

Title: _____

Organization: _____

Phone: (_____) _____ Cellular: (_____) _____

Email: _____

CONTACT 3

Name: _____

Title: _____

Organization: _____

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DID YOU KNOW?

According to the U.S. Department of Labor—Bureau of Labor Statistics that for Secretaries and Administrative Assistants:

2018 Median Pay: **\$38,880 per year** | **\$18.69 per hour**

Typical Entry-Level Education: **High school diploma or equivalent**

Number of Jobs held in 2016: **3,990,400**

Job Outlook for 2016-26: **-5% (Decline)**

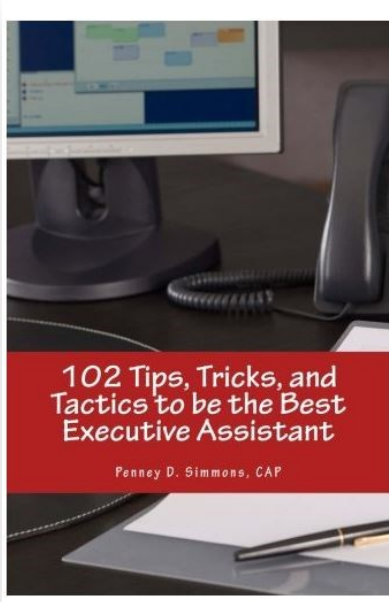
Employment Change for 2016-26: **<192,200>**

2019 Summer Reading List



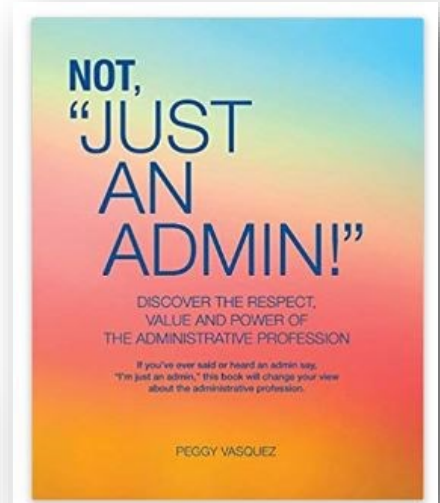
102 Tips, Tricks and Tactics to be the Best Executive Assistant

Penny D. Simmons
CreateSpace Independent



The NEW Executive Assistant

Jonathan McIlroy
Monterey Press, 2018

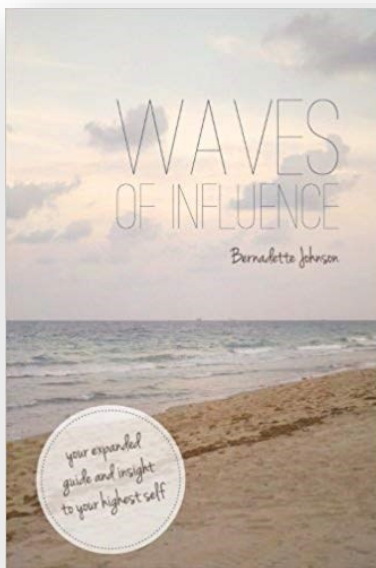


NOT, "JUST AN ADMIN!"

Peggy Vasquez
Turning Point International,
July 2014

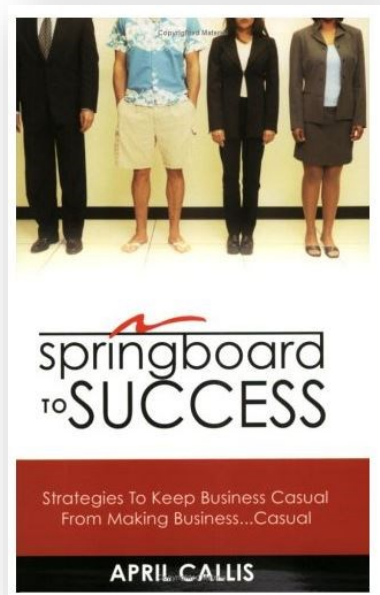
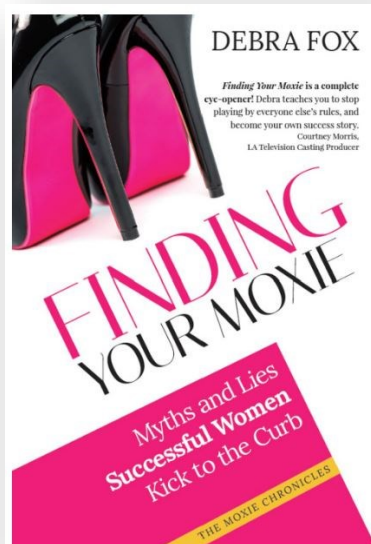
Waves of Influence: Your Expanded Guide to Your Highest Self

Bernadette Johnson
CreateSpace Independent
Publishing Platform, July 2017



Finding Your Moxy

Debra Fox
Made for Success Publishing, 2016



Springboard to Success: Strategies To Keep Business Casual From Making Business... Casual

April Callis
Springboard, May 2005



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What did you say?

1. Commit to a goal of never gossiping (at work or outside of work).
2. Practice changing the subject when others gossip.
3. Learn to walk away from situations where others are gossiping.
4. Don't spread the news you overhear (stop the gossip grapevine).
5. Speak with the person who is gossiping (in private & with kindness).
6. Don't overshare with others, giving them opportunities to gossip.
7. Respect confidentiality (if others confide in you, honor this).
8. Let others know you have a 'NO Tolerance' policy to gossip.



1. Communication Skills: Communication, interpersonal relationships and listening skills are possibly the top desired qualities every employer looks for in an Administrative Assistant. From time-to-time, the Administrative Assistant will likely be the first point of contact for board members, clients and/or customers. In order to take unnecessary pressure off of the management team, the assistant may be required to answer and/or screen phone calls, greet visitors and assist board members, staff and clients with their questions or concerns for the CEO and/or manager/supervisor. Therefore, it is critical Administrative Assistants must be able to accurately relay messages and information, so outstanding communication skills are crucial for success.

2. Organizational Skills: One of the top qualities of a highly effective Administrative Assistant is organizational skills. If the assistant does not know how to prioritize and keep track of everything that needs to be done, it may cause major headaches and slow-down progress in the workplace, which may cause/create a more severe situation down the road. Whether it's organizing files, creating events or securing meetings, a great Administrative Assistant will be able to handle it all with no problem, utilizing their impeccable organizational skills.

3. Time Management Skills: Along with strong organizational skills, time management is crucial for Administrative Assistants. At times, it may seem impossible to accomplish everything that needs to be done, but as a high-quality assistant, it's your job to make it happen. Prioritization and the ability to work through the many distractions you face throughout the day, is crucial for staying focused and ensuring that things running smoothly. A strong assistant also knows when it's time to move from one task to the next (using their time wisely). Also, Administrative Assistants must be great timekeepers and conscientious of business hours and ensure they are always punctual to work, meetings and other scheduled company functions. Even being a few minutes late can cause a lot of confusion and disorder, embarrassing you and your employer.

4. Dependability & Reliability: Administrative Assistants are burdened with an enormous amount of responsibility and it's extremely important that they have a high-level of dependability and reliability. The endless tasks and responsibilities along with long work hours are not always cut-and-dry in a busy office environment. Your employer needs to be assured that you are willing to go above and beyond when urgent situations arise without any complaints and/or hesitation. Additionally, Administrative Assistants must be self-sufficient, requiring little to no direction from their employer (not having to be micromanaged).

5. Confidentiality: Administrative Assistants may be privy to high-level confidential conversations, business deals and/or other forms of communication. However, having access to an abundance of information or documents, confidential or meaningless, comes with great responsibility. A great assistant will NEVER disclose information regarding their employer, a board member, staff, client or business matters, and will NEVER be part of the office gossip or rumor mill.

6. Customer or Client Service Orientation: Administrative Assistants must have superior customer service skills as they deal with both internal and external clients/customers throughout the day. A strong and affective Administrative Assistant must know how to work with board members, staff, clients and customer, using their personal customer service skills to find out what they need/want to provide an overall positive experience. This will ensure that the Administrative Assistants' behavior will reflect positively on them and the business.



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Phone Etiquette

1. Keep your voicemail/message brief and to the point.
2. State your name, why you're calling and return phone number.
3. Speak slowly and clearly (be articulate).
4. Repeat your name and return phone number at the end of the message.
5. Promptly return phone calls (within 24-48 hours).
6. Do not accept calls during meetings or at times you are not available to speak with the caller.
7. Silence your phone when at work or in a public setting.

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Faces of Change: Engaging the Five Generations in the Workforce

by James C. Price on February 1, 2016 in Leadership and Management, Workplace

The business environment is constantly evolving. With each passing year, business leaders must be able to adapt to change in order to maintain relevancy in their fields. One change that impacts all aspects of business, however, isn't from an outside source, but rather from an inside development.

This change that affects all organizations is generational change. Right now, there are currently five generations in the workforce. That's five different groups with five different ways of communicating, five different views on work-life balance, and five completely different tactics needed for retention and engagement practices. On top of that, the workforce is becoming younger each year. According to a recent Pew Research study, more than one in three workers are Millennials, and in 2015, this group surpassed Generation X as the largest age group in the workforce. Regardless of whether or not you want to accept it, you need to adapt to be able to engage these five generations. Let's take a look at the changing workforce and the faces of each generation that are affecting businesses.

Traditionalists (Pre – 1946)

Key takeaways: This group is defined by their strong values of honor, hard work, and respect for authority. They excel at their jobs because of duty and loyalty to the company. Traditionalists favor top-down management, stability, and detail-oriented processes. They're uncomfortable with change and conflict, and appreciate face-to-face communication. This group is driven by loyalty. Don't use slang with Traditionalists, and be punctual, show respect, be courteous, honor the chain of command, and be accountable for your actions.

Baby Boomers (1946 – 1964)

Key takeaways: Originally called the "Me" generation, these professionals were defined by the prosperous era they grew up in. Baby Boomers excel in their jobs due to a desire for job advancement. Out of habit and concern for financial security, these hardworking, self-sacrificing individuals are delaying retirement—some until age 80. They want to be viewed as mentors, but are uncomfortable with conflict and differing opinions. This group is driven by ambition. Don't be politically incorrect with Baby Boomers, ignore their contributions, or tell instead of asking. However, make sure to value their experiences, give them credit for their achievements, and offer perks.

Generation X (1965 – 1978)

Key takeaways: The Latchkey generation, Gen Xers grew up seeing their parents devote much of their lives to work, so they are devoted to work-life balance. They don't want work to cut into their lives. Adaptable, tech-savvy, and not limited to authority, this generation feels confident moving forward with projects, taking on challenges with a great deal of freedom, and working autonomously. They believe in competency, earned respect, and the idea that fewer rules and flexibility foster creativity. Gen Xers are driven by work-life balance. Don't micromanage, talk too much, or treat them as slackers. Do give them feedback, help with social skills, and groom them for management.

Millennials (1979 – 1995)

Key takeaways: This easy-to-communicate-with generation thrives on change and doesn't conform to accepted norms such as the idea that long hours equal greater productivity. Millennials work because they enjoy social interaction and the paycheck that supports their interests outside of the office. They expect performance rewards, salary increases and bonuses, and advancement opportunities. And if they don't receive these, they don't mind shopping around for other employment opportunities. They expect a collaborative supervisor relationship, and are focused on results and competence, not tenure. Millennials are driven by self-confidence, optimism, and tenacity. Don't treat them like children or expect long working hours. Do provide training and mentors, keep them busy, and allow them to multi-task.

Centennials/Gen Z (1996+)

Key takeaways: Known as Centennials, Gen Z, or Linksters, the youngest generation is just now gaining a foot-hold in the workforce. They want recognition for success and need constant feedback and reassurance. They are intolerant of prejudice, and have developed into true team players. Time will tell what this generation will contribute to the changing business environment. But, their entrance into the workforce will create challenges to the art and science of employee engagement. In the coming years, we'll learn more about this generation and their work preferences.

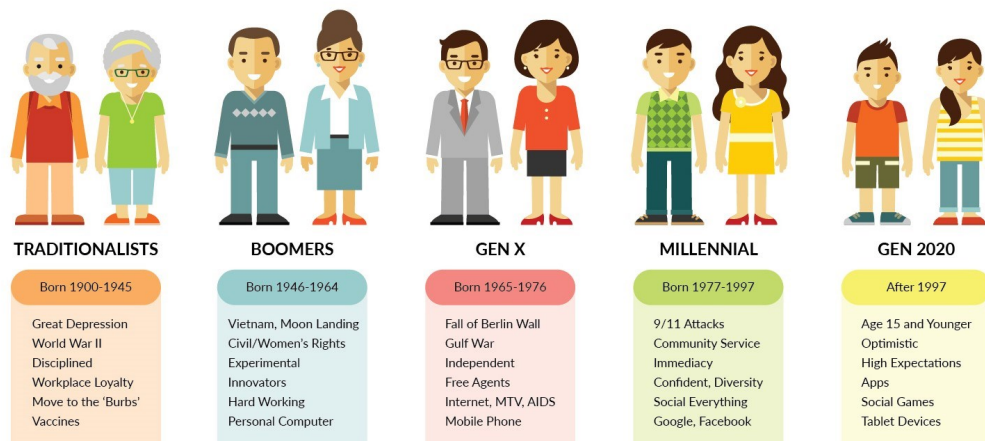
Faces of Change

As the workplace evolves, leaders need to evolve with it. It's critical to understand each generation's wants, needs, and expectations and how organizations engage with each differing group. The five different generations all bring their own challenges, but also offer incredible skills that will assist in the overall success of your business. All you need to do is accept the change, and embrace the faces of this change—your employees.

How do you ensure you are retaining your top talent by successfully engaging the different generations in the workforce? What have you done to change your leadership styles for Millennials and Centennials? Let us know in the comments section below!

Source: <http://www.refreshleadership.com/index.php/2016/02/faces-change-engaging-generations-workforce/>

Five Generations Working Side by Side in 2020





The value of teamwork: better results

Moving to this mode of working can be an adjustment for managers and employees. Business owners and managers are often more comfortable with the one person/one project method of defining job functions and distributing responsibilities. Try to remember that individuals working together can produce more and achieve better results than if they worked independently on a project.

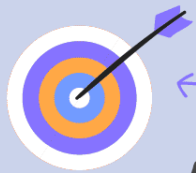
"There is no 'I' in team," the old saying goes, but that's only half the story. Effective managers in the office, just like effective baseball managers, know the importance of keeping team harmony and putting people in positions where they can succeed.

By getting a good handle on the strengths and weaknesses of each employee, office managers can assign tasks, duties and responsibilities more effectively, all while emphasizing the value of collaboration, mutual support and team cohesion. There may not be an "I" in team, but there is most certainly a "we" in well-balanced. Successful teamwork balances employees' skills with the needs of the organization, resulting in a winning environment for the entire company.

Source: *The Value of Teamwork in the Workplace*, Robert Half, April 26, 2017

Tips for Better Teamwork

Team understands the goals and is committed to attaining them



Creativity, innovation, and different viewpoints are expected



Communication is open, honest, and respectful



People are comfortable taking reasonable risk



Members of the team make high quality decisions together



Five Easy Steps to Better Communication

by Jane Collingwood

PsychCentral.com, October 2018

Being able to express yourself clearly and being able to listen well can help you avoid a great deal of stress in your closest relationship. Unfortunately, we are more likely to communicate ineffectively with our partner just at the time when we most need to get our point across. In fact, communication itself often is a major source of difficulty.

When we feel pressured, we may not keep our partner up to date. Often we fail to listen properly because we are preoccupied. But effectively communicating our feelings and ideas can prevent unnecessary misunderstandings and tensions. It's a good idea to try to open up channels of communication as much as possible. You might need to look actively for time to talk with your partner, such as during car trips or washing dishes.

Effective communication becomes even more crucial during high-stress times such as holidays. Little things can seem much bigger on important days which come with high expectations.

Make a conscious effort to practice the following basic communication skills:

1. Listening. Effective listening requires concentration, tolerance and sensitivity. Concentration means focusing solely on what the speaker is saying. Tolerance involves keeping an open mind to what the other person is saying, rather than being judgmental or defensive. Sensitivity means taking on board the feelings being expressed as well as the words.

Under stress, you are less likely to listen well. It's a good habit to ask your partner to repeat what he or she has said if you doubt that you fully understood. Being a good listener means you will be kept better informed.

2. Expressing yourself. First you need to listen to yourself to know what you want to get across. If you feel confused, spend a few quiet moments going over your thoughts. Then you'll be ready to state your message clearly, honestly and constructively.

Avoid negative generalizations about the other person. In arguments, attempt to stay on the topic which is the real problem and avoid generalizing, point-scoring and venting your anger just to calm yourself down. Positive resolutions won't come from attacking.

Learn when to give feedback and how to say no to unreasonable demands.

3. Interpreting body language. It's inherently difficult to explain nonverbal communication in words. Yet it a central form of communication. It is possible to understand how the other person is receiving your message through clues in his or her movements. We pick up on these clues all the time without realizing it, but sometimes ignore the messages.

When you are talking, watch your partner for signs of understanding, distraction, confusion or boredom and adapt your behavior accordingly. Be aware of crossed arms and avoidance of eye contact. If this is happening, you might need to alter your approach.

Article continued on Page 19

Five Easy Steps to Better Communication, cont'd.

4. Being aware of your differences. Individuals' perceptions of the same event or piece of information can vary a great deal. Different backgrounds lead to different expectations of the world, and we tend to hear what we expect to hear. Put yourself in your partner's shoes and gear your message specifically toward him or her. Make sure it has been received accurately by asking for feedback. Also remember that many words and concepts have different meanings and so they are often open to misinterpretation.

5. Resolving conflict. Conflicts naturally will arise whenever people are living together. Conflicts can occur for many reasons including "black and white thinking," clashing standards or beliefs, unresolved childhood issues, and the background stress of modern life.

Conflicts potentially can be useful and channeled in healthy ways as long as they don't involve threats or stubbornness. They can stimulate discussion and even bring people in a relationship closer together, as long as each partner expresses his or her feelings and opinions in an honest and loving way.

Resolve conflicts by working together so that neither of you is forced to 'give in' or be dominated. Look for solutions that are acceptable to both, and keep working at it until you reach a satisfactory conclusion.

8 Reasons Effective Communication is Key



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Source: PwC Employee Financial Wellness Survey 2018 Results

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