

Conference Exhibitor Guide



Wednesday-Friday, September 13-15
2017 Senior Management Conference
and Annual Membership Meeting
at Crystal Mountain Resort
Pre-conference Institute Tuesday evening, September 12

Maps on next page

Find the resort!

Location	Crystal Mountain Resort 12500 Crystal Mountain Drive Thompsonville, MI 49615 231.378.2000 crystalmountain.com	
GPS/online maps use this address		
Distance from downtown:	Detroit approx. 244 miles (3.75 hours) Lansing approx. 168 miles (2.75 hours) Grand Rapids approx. 129 miles (2 hours)	
For air travelers, check flight schedules and coordinate rental cars at the following area airports:	Cherry Capital Airport Traverse City (TVC) 28 miles, about 40 minutes to Crystal http://www.tvcairport.com	
	Gerald R. Ford International Airport Grand Rapids (GRR) 130 miles, about 2 hours to Crystal http://www.grr.org	
Hotel check in	5:00 pm at front desk, Inn at the Mountain	
Hotel check out	11:00 am at front desk, Inn at the Mountain	

Find the registration table!

Go to	Crystal Center, main floor rotunda
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Find your exhibit booth!

Location	Crystal Center, main level
Description	6-ft. table, linen draped to floor. Assigned on a first-come first-serve basis. Electricity included.
Ship materials and booth supplies to:	HOLD FOR "your name" MichFed Senior Management Conference Crystal Mountain 12500 Crystal Mountain Drive Thompsonville, MI 49683 Claim at Conference Services Desk, ext. 6500.

What to wear

- Appropriate attire during the conference is business casual.
- For indoors, layers are encouraged to counter AC variations.
- Attire for Crystal Coaster event is casual.
- Attire for Thursday dinner: Dress up or go casual.

Wi-Fi

- Complimentary high-speed wireless connection is available throughout the conference center and all guest rooms.

Time with conference attendees

Scheduled	Break times are scheduled throughout the conference and are held in the Exhibit Booth area
Additional opportunities	Evening meals and events each cost separately. You may also "sponsor" a meal, which gives you the chance to speak (with microphone) about your business or organization for 5 minutes.

Wednesday Chair Lift Ride to Top of the Mountain Reception and Group BBQ

When	Ride/Reception 5:00 PM to 7:00 PM Group BBQ 7:00 PM at base of mountain
What to wear	Casual attire

Thursday afternoon fun options!

When	3:00 PM to 7:00 PM
Golf 9-Hole Event	Join your colleagues for some afternoon golf on Betsie Valley Golf Course. Crystal Mountain's Betsie Valley golf course, which recently underwent a \$1 million renovation, will challenge the ability of any golfer with its protected greens, tree lined fairways and challenging bunkers. Cost: \$25 per person for 9 holes. You must pre-register for this event by emailing jenny@michfed.org .
Casinos	Odawa Casino Resort , Petoskey http://www.odawacasino.com/ Turtle Creek Casino , Williamsburg http://www.turtlecreekcasino.com/
Michigan Legacy Art Park	Explore the award-winning Michigan Legacy Art Park, located on a 30-acre preserve of wooded hills within the grounds of Crystal Mountain. With over 40 works of art, each representing a piece of Michigan history, the Art Park provides a rich cultural experience for thousands of visitors annually.
Hiking trails	Enjoy miles of amazing on-site hiking trails, including a 1.6 mile loop through the acclaimed Michigan Legacy Art Park. Northern Michigan hiking trails nearby include the Betsie River Pathway, Betsie Valley Trail, Arcadia Dunes, and Sleeping Bear Dunes National Lakeshore.
Sleeping Bear Dunes National Lakeshore	Sleeping Bear Dunes National Lakeshore, located along the shores of Lake Michigan in northern Michigan's Benzie and Leelanau counties, is just a short drive from Crystal Mountain. This 70,000-acre national park includes 35 miles of Lake Michigan shoreline and the North and South Manitou Islands.
Shopping malls	Cherryland Mall – 1148 S. Airport Rd., Traverse City Grand Traverse Mall – 3200 S. Airport Rd. W., Traverse City Horizon Outlet Center – 3639 Marketplace, Traverse City
Wineries Find details at the Front Desk	Old Mission Peninsula Wineries, 2 Lads Winery, Black Star Farms, Bowers Harbor Vineyards, Brys Estate, Chateau Chantal, Chateau Grand Traverse, Peninsula Cellars

Within Crystal Mountain Resort.....

Indoor pool/hot tub/fitness	The Peak – Fitness Center, ext. 7300
Spa	The Peak – Crystal Spa, ext. 7200
Mountain sports	Mountain Biking, Disc Golf, Vertical Edge Climbing Wall, Edge Adventure Course. The Lodge, ext. 4400

Contact MichFed staff by cell starting Tues., Sep. 12

Jenny Crichton 517.881.3731	Kadi Prout 248.877.7910
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Emergency? Call 911

Crystal Mtn. Security & Safety: Front desk: 231.378.2000



CRYSTAL MOUNTAIN

