

January 30, 2019

Recipient Name
Recipient Title and Organization
Recipient Address
City, State, Zip

Dear Recipient Name,

*The Check In Michigan Board of Directors has **approved a Plan of Merger** with the Michigan Restaurant and Lodging Association and recommends that its members give their approval. Your vote is needed.*

Over the course of nearly 5 months of research and intensive deliberation, the Check In Michigan Board of Directors established the parameters for this merger. The two associations combined would represent the strongest and largest hospitality organization ever to exist in the state. In a time of depleting memberships for most industry-based associations, the visibility and impact of our hoteliers would actually increase. In addition, the merger would mean:

- The board of directors would expand to 36 seats, 8 of which represent lodging entities—providing a significant voice to our stakeholders well beyond that percentage of lodging represented within the overall membership.
- Subcommittees of the new Board of Directors would include Lodging Advocacy, Lodging Membership, Pure Michigan Governor’s Conference on Tourism, and Women in Leadership.
- Membership dues would remain static for the 2019 calendar year and membership will be transitioned to the new organization seamlessly.
- Benefits for lodging members would expand to include the re-establishment of the worker’s compensation benefit as well as discounted health insurance benefits, payment processing, natural gas purchases, music licensing, and beverage business data solutions.

We Need Your Vote

Enclosed is a Notice of Annual Meeting of the Members and an Agenda. The Plan of Merger will be considered and voted on at the Annual Meeting to be held during the Pure Michigan Governor’s Conference on March 5, 2019, at the Grand Traverse Resort, Peninsula A, at 12:00 pm.

You may cast a vote approving the Plan of Merger without attending the meeting by completing and returning the attached proxy and mailing it to Check In Michigan, 2175 Commons Parkway, Okemos, Michigan 48864 or emailing it to cbowen@checkinmi.org. If you need additional information or wish to re print the proxy go to checkinmi.org.

If you wish to vote against the Plan of Merger you may attend the meeting and do so or give your proxy to a member who will attend the meeting instructing him/her to do so.

In order for the members to approve the Plan of Merger a quorum equal to 30% of the members must submit a proxy or attend the meeting. As a voting member we ask that you complete and return the attached proxy or attend the meeting on March 5, 2019, at the Grand Traverse Resort, Peninsula A, at 12:00 pm and cast a vote approving the Plan of Merger.

Check In Michigan Board of Directors,

Cindy Bowen, CHA, Chair